ABSTRACT

This research aims to determine the quality improvement of Getuk Goreng H Tohirin. Sales of Getuk Goreng in 2023 experienced a decline in sales in terms of products. Therefore, to improve product quality, MSMEs must find out consumer needs to continue meeting consumer preferences' expectations. This is done to analyze and determine the specifications of Getuk Goreng products required by consumers. The way to assess consumer needs is by conducting two direct surveys to obtain the Voice of the Customer. Next, the survey data is processed using the Quality Function Deployment method in the House of Quality matrix to determine consumer needs priorities as well as priorities in terms of technical response. Then these priorities are used as an HOQ matrix to identify the problem. The results of the analysis produced eight need attributes, namely "Cheap Price", "Matcha Flavor", "Strawberry Flavor", "Jackfruit Flavor", "Chewy Texture", "Soft Texture", "Hard Texture", and "Crisp Texture on the outside and soft on the inside". From these eight attributes, three priority technical responses were obtained, namely "Maintaining the quality of 11 month old cassava", "Maintaining the amount of palm sugar", and "Paying attention to the maturity level of the dough".

Keywords: Getuk Goreng, *Quality*, *Consumer,* HOQ, QFD