ABSTRACT

The Study of Product Quality, Concept And Development Strategy  
(Case Study : Stirred Yoghurt of PT. Fajar Taurus)

Friyandito

The purposes of this research were to (1) identify consumer needs, (2) analyze attributes that construct product quality (3) analyze consumer needs and realize products, (4) analyze strength attributes of company product relative to competitors, and (5) combine all of them with production capability to formulate the concept of product quality development. In this research will choose the best strategy to develop product quality. Tools to interpretate consumer needs are pareto diagram, cochran test, gap analysis and biplot analysis. To combine consumer needs and production capability used house of quality (quality function deployment). Porter's competition general strategy had been used as the based theory to choose the best strategy for product quality development.

Pareto diagram showed that eyecatching atribut from Fajar Taurus Blueberry yoghurt was the most critical point. From 25 attributes of product quality, eight of them did not considered by the customer to buy a yoghurt product. Attributes which considered more by customers were eyecatching package, moisture of yoghurt's cream and texture of stirred yoghurt. Those three attributes had by Elle&Vire product. Fajar Taurus Blueberry and Queen yoghurt did not fulfilled those customers need. Biplot analysis showed that Fajar Taurus Blueberry yoghurt has the strength attributes in low fat, easily to open cover of cup and availability of spoon, Health Department licenced, including prebiotik and probiotik.

Concept of product quality development devided into two categories. The first is generalized from the consumer needs and the second is derived on production process and importance of each step. The best strategy to develop product quality of Fajar Taurus Blueberry Yoghurt is differentiation. The product has unicity than others. Priority atributes in product quality development are low fat, including probiotik and prebiotik, Health Department licenced and easily to open cover of cup and availability of spoon.

Keywords : Stirred Yoghurt Blueberry, PT. Fajar Taurus, Consumer Needs, Biplot Analysis, Quality Function Deployment.