

ABSTRACT

The problem that happened at Brownies Maylisa House was the decrease of sales of souvenir seen from the decrease of brownie steamed sales in 2016. This could happen because allegedly competition of food industry for souvenir start to grow with the number of celebrity product which is currently starting to enter Semarang city . This study aims to improve the quality of products from Rumah Brownies Maylisa in the face of competition.

The sample of the research was 30 customers of Brownies Maylisa House. The data used were obtained through questionnaires and direct interviews. Data analysis with descriptive analysis. Based on HOQ made QFD analysis to improve quality.

The findings of the research are the high level of customer satisfaction. But there is still difference with expectation level of Brownies Maylisa House product, can be seen for each attribute, difference between satisfaction with customer expectation got still negative value. The main priority based on the target priority setting, which should be the attention is the uniqueness of brownies products, then the competitiveness of prices and followed by using natural dyes.

Keywords : brownies, product quality, QFD, HOQ