

## APLIKASI QUALITY FUNCTION DEPLOYMENT DALAM PERANCANGAN SABUN MANDI HERBAL VIRGIN COCONUT OIL

<b>Title</b>	APLIKASI QUALITY FUNCTION DEPLOYMENT DALAM PERANCANGAN SABUN MANDI HERBAL VIRGIN COCONUT OIL
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<b>Accreditation</b>	6
<b>Abstract</b>	The purpose of this study is to determine the design of herbal bath soap derived VCO based on consumer priorities using Quality Function Deployment method. Information about consumer needs obtained from a survey of consumer herbal soap-based coconut oil. Surveys include open interviews to listen the quality attributes of consumer needs and distribution of consumer importance wieght assessment questionnaires, assessment of consumer satisfaction rate and appraisal of sales attractiveness. House of quality analysis on the QFD method helps the company make decisions in presenting VCO herbal bath soap products in the market. Efficacy of bath soap is the highest priority for consumers. In addition to antiseptic properties, the properties of moisturizing and able to remove dirt, soap consumers are expected to also include comfort (not cause irritation) and security (registered BPOM). Technical parameters with the highest priorities are the determination of oil materials. By developing bath soap products based on these highest priority,Ã,Ã highest consumer satisfaction can be reached.
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