

## Product Development of Towing Tractor Using Fuzzy QDF at PT. United Tractors Pandu Engineering

Isti Surjandari Prajitno, author

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### Abstrak

*The increasing competitiveness of today's industry forced each company to improve the quality of its products by considering customer demand. One way to improve the quality is by doing a product development process using the Quality Function Deployment (QFD). Regardless of all the benefits of QFD possessed, this method is subjective by nature, especially in the determination of engineering characteristics target efforts. This study uses Fuzzy QFD method to point out the optimal engineering characteristics value for towing tractor product, produced by PTT United Tractors Pandu Engineering, with special acknowledgement on uncertainties and vagueness in determining importance rating, satisfaction level, the relationship between customer attributes with engineering characteristics, and technical correlation. The first step is to decide on parameter coefficients between attributes using fuzzy linear regression technique. These coefficients will act as constraints in determining the optimal engineering characteristics value with the means of multiobjective decision making, along with other constraints.*