Pengembangan desain produk air conditioner CS-YC9NKJ Panasonic dengan quality function deployment analytical hierarchy process = Product design development air conditioner CS-YC9NKJ Panasonic through quality function deployment and analytical hierarchy process

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Abstrak

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Penelitian ini mengaplikasikan metode Quality Function Deployment dan Analytical Hierarchy Process pada produk air conditioner tipe YC-CS9NKJ yang diproduksi oleh Panasonic Indonesia. Tujuan utama dari penelitian dalam skripsi ini adalah mengidentifikasi kebutuhan dan prioritas konsumen terhadap produk air conditioner secara umum untuk dijadikan sebagai dasar dalam menentukan prioritas pengembangan dari setiap atribut teknis produk tersebut, sehingga dapat menghasilkan produk yang mampu memenuhi kebutuhan dan prioritas konsumen air conditioner secara tepat.

Penelitian secara garis besar menjelaskan penerapan metode Quality Function Deployment dalam mengidentifikasi atribut kebutuhan yang ada untuk kemudian prioritasnya akan ditentukan melalui metode Analytical Hierarchy Process. Hasil yang diperoleh, lebih lanjut akan diolah dengan matriks House of Quality untuk dihubungkan dengan setiap atribut teknis yang ingin dikembangkan dari produk.

Dari berbagai data yang diperoleh sebagai input dalam pengolahan data penelitian, didapatkan hasil penelitian bahwa pengembangan pada atribut kinerja dan fitur penekan konsumsi daya listrik dari penggunaan produk menjadi pengembangan yang memiliki prioritas paling tinggi untuk dilakukan agar dapat memenuhi prioritas kebutuhan konsumen. Penelitian ini juga berhasil mengidentifikasi berbagai atribut kebutuhan konsumen lainnya beserta prioritasnya terhadap produk air conditioner secara umum yang juga dapat dijadikan sebagai dasar pertimbangan dalam pengembangan produk. Lebih jauh, penelitian ini juga memberikan implikasi manajerial serta saran bagi perusahaan dan penelitian selanjutnya.
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<i>ABSTRACT
;This study is implementing the methods of Quality Function Deployment and Analytical Hierarchy Process on air conditioner product type CS-YC9NK which is produced by Panasonic Indonesia. The main objective of the research in this study is to identify the customer requirements and priorities on air conditioner product in general which is going to become the foundation of determining the development priority on every technical attribute of the product, therefore it will able to deliver a product which satisfies customer requirement and priorities on air conditioning precisely.

Generaly the research is describing the implementation of Quality Function Deployment method in identifying the available requirement attribute, which the priorities is going to b determined by the Analytical Hierachy Process method. After ward, the result will be calculated inside the House of Quality matrix to be connected to each technical attributes which is subjected to product development.

From various data which are obtained as input during research and data calculation, can be concluded that development on performance and features to reduce electrical power consumption during product utilization become the highest priority to be performed in order to satisfy the customer requirement priorities. This research also successfully intended various of other customer requirement attributes, together with priorities on air conditioner product in general which may also be utilized for product development considerations. Furthermore, this research has provided managerial implications and recommendations for company and for further research.
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