

Integrasi teknik Quality Function Deployment dan model kano dalam pengembangan produk delivery bed = Integration of Quality Function Deployment techniques and the kano model in delivery bed product development

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Abstrak

Penelitian ini mengeksplorasi pendekatan terpadu dalam pengembangan produk delivery bed dengan mengintegrasikan teknik Quality Function Deployment (QFD) dan Model Kano. QFD digunakan untuk mengidentifikasi kebutuhan esensial pelanggan sehubungan dengan penggunaan delivery bed, sedangkan Model Kano digunakan untuk mengklasifikasikan atribut produk ke dalam kategori kepuasan pelanggan. Metodologi penelitian melibatkan langkah-langkah sistematis, termasuk identifikasi kebutuhan pelanggan, klasifikasi atribut produk, hubungan kebutuhan pelanggan dengan spesifikasi teknis, serta prioritasasi fitur dan spesifikasinya untuk membantu perusahaan atau lembaga kesehatan dalam merancang produk yang tidak hanya memenuhi harapan pelanggan tetapi juga efektif dalam meningkatkan kualitas dan nilai produk delivery bed. Pendekatan melalui kedua metode ini menunjukkan bahwa atribut kenyamanan, keamanan, aksesibilitas, dan higienitas delivery bed berada pada klasifikasi Must be (M) yang berarti produk yang dirancang harus memenuhi semua atributnya sebagai syarat kepuasan pelanggan, sedangkan hasil pendekatan matriks House Of Quality (HOQ) dapat dijadikan acuan menentukan prioritas spesifikasi teknis. Berdasarkan hasil analisis 20 spesifikasi teknis, terdapat 5 hal yang paling penting dan berpengaruh untuk meningkatkan kepuasan pelanggan yaitu backrest, leg support, mekanisme Hi-Lo, pushing bar, dan kekuatan rangka.

.....This research explores an integrated approach to developing a delivery bed product by integrating Quality Function Deployment (QFD) and Kano Model techniques. QFD is used to identify essential customer needs regarding the use of delivery beds, while the Kano Model is used to classify product attributes into customer satisfaction categories. The research methodology involves systematic steps, including customer needs identification, product attribute classification, the relationship between customer needs and technical specifications, as well as feature prioritization and their specifications to assist healthcare companies or institutions in designing products that not only meet customer expectations but also effectively improve the quality and value of delivery bed products. The approach through both methods shows that the attributes of comfort, safety, accessibility, and hygiene of delivery beds are in the Must be (M) classification, which means that the designed product must meet all its attributes as a condition of customer satisfaction, while the results of the House Of Quality (HOQ) matrix approach can be used as a reference to determine the priority of technical specifications. Based on the results of analyzing 20 technical specifications, there are 5 things that are the most important and influential in increasing customer satisfaction, namely backrest, leg support, Hi-Lo mechanism, pushing bar, and frame strength.