

# THE STRATEGY OF INCREASING QUALITY OF PRODUCTION, AND MARKETING SERVICES WITH METHODS OF QFD (QUALITY FUNCTION DEPLOYMENT)

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## **ABSTRACT**

*Photography as one of the areas of concern in Indonesia, creative industries subsector is part of Film, Video, and photography, among 15 subsector which is handled by the Kemenparekraf at this time. Photography as part of the creative industries Indonesia is an industry that encourages the use of the creativity of the individual Quality Function Deployment (QFD) is a method of planning structure the product and its development, which allow a development team explains specifications of the desires and needs of consumers, which then evaluate any proposed product or service capabilities that systematic, there is the eight dimensions of quality are: (1) performance (performance); (2) the privilege (features); (3) reliability (reliability); (4) conformity (conformance); (5) endurance (long-term durability); (6) the ability of service (service ability); (7) beauty (esthetic); (8)*

**Keyword:** QFD, Quality

## **I. INTRODUCTION**

In the current information era, the rate of information and creativity with emphasis on ideas and knowledge from individuals as part of a production process or commonly referred to with the creative economy. Terms often heard in Indonesia was beginning in 2006. And supported by government regulation of presidential instruction No. 6 2009 and Regulation No. 92 year 2011. And thus the official Ministry of tourism and the creative economy: the problem of the creative industry.

Ad kretif 15 sub sectors of the economy that are being developed that have high value in terms of the economy. The sector between architecture, design, film, video and photography, culinary, craft, fashion, music, as well as sweeping and printing. In addition it includes interactive games, advertising, research and development, fine arts, performing arts, information technology, as well as television and radio (Tempo, 2014). More detail what areas are included in the scope of the creative economy in Indonesia are as follows (Deperindag, 2014)

Photography as one of the areas of concern in Indonesia, creative industries subsector is part of Film, Video, and photography, among 15 subsector which is handled by the Kemenparekraf at this time. Photography as part of the creative industries Indonesia is an industry that encourages the use of individual creativity in producing an image of an object using the photo photography, including recording medium light, file storage medium, as well as the media that displays the information for creating prosperity and employment. Although during this time photography in Indonesia has grown by itself, but there are still many perceived problems often encountered by both industrial photography, the photography community, and also the perpetrators of Indonesia photography. This is certainly can inhibit the growth of photographic industry Indonesia. [1].

## II. LITERATURE REVIEW

### Method Of *Quality Function Deployment (QFD)*

Quality Function Deployment (QFD) is a method of planning and product development structure, which allow a development team explains specifications of the desires and needs of consumers, which then evaluate any proposed product or service capabilities systematic. [2]

*Quality Function Deployment (QFD)* is a construction process or the usual matrix

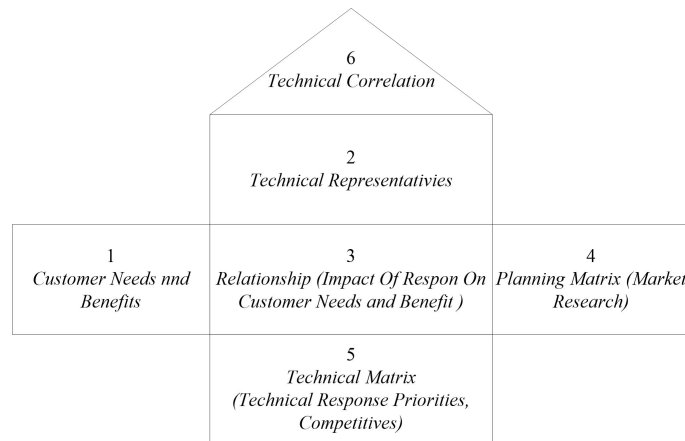


Figure 1. HOQ Basic Concept

Image Captions:

- Component 1: input from customers, and the desired requirements.
- Component 2: product specifications to meet the requirements
- Component 3: Planning Matrix that is used to translate customer requirements into as *rencanan* to meet these requirements.
- Component 4: Customer Requirements converted to in the aspect of manufacturing.
- Component 5: list of priorities against competitive products by characteristics of the *lead user*.
- Component 6: identification of the *trade off* of relationships between specifications.

The eight dimensions of quality of products developed by cGraffin consists of:

1. *Performance* (performance)
2. *Features* (properties/privilege)
3. *Reliability* (reliability)
4. *Conformance* (conformance)
5. *Long-term Durability* (age products/endurance)
6. *Serviciability*
7. *Aesthetics* (beauty)
8. *Perceived Quality* (the display quality)

## III. RESULTS AND DISCUSSION

As service companies must have strategies in its operational, rapid development in information resulted in quality improvement strategy required a service product, in the management of the service required some very important IE:

1. Ascertain whether the people or facilities have been adequate to maintain *kosistenti* services
2. Identifying the market at the request of the consumer
3. How to become a producer of services of interest

Quality Function Deployment (QFD) is one of the methods that you can define what is desired by the consumer and translates to attribute, a tool used in the QFD house of quality is There are six basic steps to make home quality, namely:

- a. identification of consumer desire.
- b. identification of how the product will satisfy the desires of the consumer.
- c. connect the steps 1 and 2.
- d. identification of the relationships among a number of things in the company on the concept of how on the company.
- e. Develop a level of interest.
- f. evaluation of the competing product.

QFD method will run if the method pelaksanaan stages are implemented properly. The main stages that must be applied in implementing QFD method is the quality assurance of products and services, the assessment of the consumer against products and services, making the now needs of consumers, consumer surveys, preparation of the checklist as well as the making of the matrix *The House of Quality*. The stages of the application of the QFD method can be described through the images of the implementation chart Pictures

### **Quality (*quality*)**

Everyone has a different point of view about the way the sense of quality. Quality has many characteristics which depends on the context. Everyone stated quality is the hallmark of a product that meets the desires of consumers.

According to [3], the quality of the abstract is a Word unless it is used to find and measure the characteristics of the product. The quality associated with the production of keekonomisan. Level of quality can be maintained under the production process that is well planned. This is done in order to be accepted by consumers. The quality also support the production costs and the selling price .

Feigenbaum [4] defines quality as the overall characteristics of the products and services that include *marketing, engineering, manufacturing and maintenance*. These products and services in the context of its use in accordance with the needs and expectations of consumers. Based on these definitions, it can be concluded that the quality refers to the definition of the subject matter, namely: (1) the quality of the product is composed of a number of privileges, either direct or privileges privileges that meet consumer desire so quality can provide satisfaction for the use of such products; (2) quality consists of everything that is free of flaws.

Quality goods and services should be able to meet and exceed consumer ekspetasi. Ekspetasi the consumer can be explained through the quality attributes of the dimension of quality. According to [6] there are eight dimensions of quality are: (1) performance (*performance*); (2) the privilege (*features*); (3) reliability (*reliability*); (4) conformity (*conformance*); (5) endurance (*long-term durability*); (6) the ability of service (*service ability*); (7) beauty (*esthetic*); (8) the use of the appropriate (*fitness for use*). The benefits of quality products is cost savings (*cost savings*). Increased product quality will lower the cost of production or services. Defective product will result in the replacement of the reset (*rework*) that requires additional cost of materials, labor costs and anything else that could reduce profit business unit.

From the side of the business units, product quality excellence will give you an advantage in the form of an increasing number of consumers. This can increase the profits that accrue to business units. Introduction to stages of development

the concept of quality will be demonstrated to business unit about position of the concept of quality is applied at this time. The stages are then adapted to the latest concept. Thus, the business unit will always be ready to provide the best quality for the benefit of consumers and business units of our own.

#### 1) Consumer Assessment (assessment of customers)

According to [6], consumer valuation is a message and consumer impression. Consumers provide an assessment of goods and services after the consumer uses a product or service. The process of products and services to consumers can be explained through Pictures

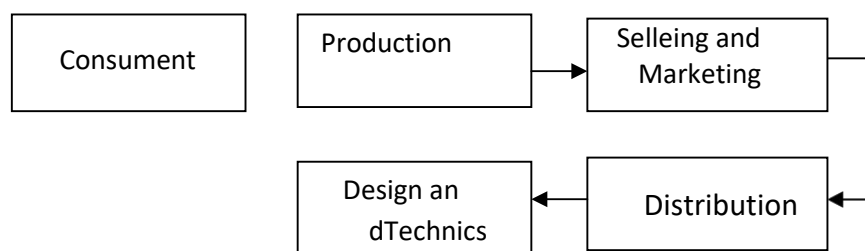


Figure 2. Flow of Goods to Consumers

[7] describes consumer satisfaction as consumer expectations in the form of estimates or consumer beliefs about what he receives and feels after buying and using a product or service. Consumer satisfaction cannot be measured directly through objective measurement. Consumer satisfaction must be seen as something abstract and a theoretical phenomenon that can be measured through many indicators. To find out customer satisfaction, a consumer assessment questionnaire is used on products and services.

#### 2) Questionnaire

Sugiyono [8] argues that the questionnaire is a data collection technique that is done by giving a set of questions or statements to other people who are made as respondents. The strength of the questionnaire method is that in a relatively short period of time, it can get a lot of data, the energy needed is little and consumers can answer freely without being influenced by others. Questionnaires are used by producers to find out consumer opinions, advantages and disadvantages of products produced by the producer.

According to [9], questionnaires submitted privately can build relationships and motivate respondents, it is cheaper if the gift is given directly in one group and the response is quite high. However, the weakness of the questionnaire submitted personally is the possibility of the respondent refusing to give time to fill out the questionnaire.

#### 3) Survey

According to [6], surveys are used to find out important information that can affect a person's business. The business includes the type of business that has just begun or the business that has been running. Consumer surveys bridge the gap between consumers and business units. The survey is carried out by way of face-to-face contact with the respondent. With face-to-face interaction between business units and consumers, the survey allows both to find out what is important for the relationship between business units and consumers.

According to Sugiyono [8] an effective way to conduct surveys is to conduct direct interviews. The tools used in the interview are the same as questionnaires, only filled by field officers who ask the respondent. More information can be obtained and the atmosphere can be more relaxed. However, this method requires a lot of time because the questions in the interview process always develop according to the conditions in the field. After a survey of consumer needs, this survey data on consumer needs can be processed by the business unit for further improvement.

#### 4) Needs (needs)

[10] defines needs as one of the psychological aspects that drives living things in their activities and becomes the basis or reason for trying. Needs are influenced by culture, environment, time and religion. The higher the level of culture of a society, the higher and many kinds of needs that must be met. Basically, humans work have a specific purpose, namely to meet needs. The purpose of business units is the same, namely to meet consumer needs. Consumer needs are obtained after carrying out questionnaires and surveys. The business unit must carefully choose the needs that consumers want and parts that are less preferred by consumers. Consumer needs which are the results of the survey, are recorded in the form of a checklist or checklist.

#### 5) Checklist

[11] argues that the simplest method in performance appraisal is the category assessment method. This assessment asks managers to rate employee performance levels in a special form divided into performance categories. A checklist is a common method in the category assessment method. Checklists can be modified so that different weights can be applied to existing sentences or words. Checklists make it easier for business units to process improvements in products and services. According to [5] there are some difficulties in filling this checklist. These difficulties are:

(1) grading scale, words or sentences can have different meanings for each assessor; (2) the assessor cannot differentiate the results of the assessment if the checklist given this weight is used; (3) the assessor does not apply this weight to the factors assessed.

## IV. CONCLUSION

1. QFD of goods and services is the same which is the quality of service and timeliness
2. QFD is carried out to achieve the quality of services that are desired by consumers

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