

ABSTRAK

Industri makanan ringan di Indonesia memiliki potensi pasar yang besar, didorong permintaan terhadap produk sehat, fungsional, dan berkelanjutan. Ubi kayu memiliki potensi untuk dikembangkan menjadi bahan baku alternatif produk makanan ringan. Pemahaman terhadap kebutuhan pelanggan penting dalam menciptakan rancangan produk makanan ringan berbahan dasar ubi kayu. Metode *Quality Function Deployment* (QFD) dapat mengintegrasikan kebutuhan pelanggan ke dalam rancangan produk, sehingga dapat memenuhi kebutuhan pelanggan.

Penelitian ini bertujuan untuk mengidentifikasi kebutuhan pelanggan terhadap produk makanan ringan berbahan dasar ubi kayu dan menentukan prioritas rancangan produk berdasarkan analisis *House of Quality* (HoQ). Metode kuantitatif deskriptif digunakan dengan data dari wawancara, survei, dan literatur. Penelitian dilaksanakan pada Juni hingga November 2024. Sampel penelitian mahasiswa generasi Z di Yogyakarta yang memenuhi kriteria dipilih dengan metode *purposive sampling*. Hasil wawancara dianalisis menggunakan diagram afinitas dan *customer voice tree*. Data kuesioner dianalisis secara deskriptif untuk mengidentifikasi atribut produk yang paling penting bagi pelanggan. Instrumen diuji reliabilitasnya menggunakan *Cronbach's Alpha* ($\geq 0,7$).

Hasil penelitian menunjukkan kebutuhan pelanggan terhadap makanan ringan berbahan dasar ubi kayu yaitu tekstur renyah (4,62), rasa gurih (4,58), kemasan menjaga kualitas produk dan inovasi rasa (4,56), kemasan menarik (4,48), kombinasi rasa (4,45), rendah gula (4,32), harga sesuai kualitas (4,32), rendah lemak dan bahan baku lokal (4,26), kemasan informatif (4,25), rasa bumbu lokal (4,18), rasa asin dan tekstur lembut (4,14), rasa manis (4,05), kemasan ramah lingkungan (4,00), inovasi tekstur (3,98), harga terjangkau (3,62), bebas gluten (3,44), kombinasi tekstur (3,38), sensasi pedas (3,31), bebas MSG (2,48). Berdasarkan analisis *House of Quality* (HoQ), prioritas pengembangan produk yaitu: (1) proses pengolahan; (2) pemilihan bahan baku; (3) pengemasan. Teknologi *air frying* digunakan untuk menciptakan tekstur renyah dengan kadar lemak rendah, pemilihan ubi kayu lokal berkualitas tinggi, serta pengemasan menarik, informatif, dan ramah lingkungan memberikan nilai lebih pada produk untuk memenuhi kebutuhan pelanggan.

Kata kunci: *Quality Function Deployment* (QFD), *House of Quality* (HoQ), makanan ringan ubi kayu

ABSTRACT

The snack food industry in Indonesia holds significant market potential, driven by the demand for healthy, functional, and sustainable products. Cassava has the potential to be developed as an alternative raw material for snack products. Understanding customer needs is essential in designing cassava-based snack products. The Quality Function Deployment (QFD) method can integrate customer needs into product design, enabling the development of products that meet customer expectations.

This study aims to identify customer needs for cassava-based snack products and determine product design priorities based on House of Quality (HoQ) analysis. A descriptive quantitative method was used, with data collected through interviews, surveys, and literature reviews. The study was conducted from June to November 2024, targeting Generation Z university students in Yogyakarta who met the sampling criteria, selected using purposive sampling. Interview data were analyzed using an affinity diagram and customer voice tree. Questionnaire data were analyzed descriptively to identify the most important product attributes for customers. Instrument reliability was tested using Cronbach's Alpha (≥ 0.7).

The findings indicate that customer needs for cassava-based snacks include crispy texture (4.62), savory taste (4.58), packaging that maintains product quality and flavor innovation (4.56), attractive packaging (4.48), flavor combinations (4.45), low sugar (4.32), price matching quality (4.32), low fat and local raw materials (4.26), informative packaging (4.25), local seasoning flavors (4.18), salty flavor and soft texture (4.14), sweet taste (4.05), eco-friendly packaging (4.00), texture innovation (3.98), affordable price (3.62), gluten-free (3.44), texture combinations (3.38), spicy sensations (3.31), and MSG-free (2.48). Based on the House of Quality (HoQ) analysis, product development priorities are as follows: (1) processing methods; (2) raw material selection; and (3) packaging. Air frying technology is employed to create a crispy texture with low fat content. The selection of high-quality local cassava and attractive, informative, and eco-friendly packaging adds value to the product and meets customer needs.

Keywords: Quality Function Deployment (QFD), House of Quality (HoQ), cassava-based snacks