

**IMPROVING THE QUALITY OF MOCAF-DATE COOKIES USING THE  
QUALITY FUNCTION DEPLOYMENT METHOD (CASE STUDY AT PT XYZ)**

by

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**ABSTRACT**

PT XYZ is a food and beverage company in Klaten that processes dates into various products, one of which is date cookies made from mocaf flour. However, the company has never measured the performance of its products. This study aims to measure and improve the quality of date cookies using the Quality Function Deployment (QFD) method. A total of 100 respondents were involved in completing the Voice of Customer (VOC) questionnaire, whose results were used to compile the House of Quality (HoQ) matrix. The VOC results indicated that consumers prefer lighter-colored cookies (70%), date toppings in small, neatly arranged pieces, medium-sized cookies (65%), and a dominant butter aroma (65%) and butter taste (47%). From the HoQ analysis, the priority attributes for improvement included butter aroma, butter flavor, cookie diameter, and date pieces. Improvements were made by varying the amount of butter, increasing the cookie diameter, and cutting the dates into toppings. Sensory acceptance evaluation was tested using a hedonic test. The determination of the best formulation using the Analytical Hierarchy Process (AHP) method indicated that the best formulation was the use of 50 g of butter and a cookie diameter of 4 cm. Measurement results before and after improvement showed an increase, indicating that product performance and quality have met consumer needs.

**Keywords:** cookies, date, HOQ, mocaf, QFD, AHP

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**PERBAIKAN KUALITAS COOKIES MOCAF-KURMA MENGGUNAKAN  
METODE QUALITY FUNCTION DEPLOYMENT (STUDI KASUS DI PT XYZ)**

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**ABSTRAK**

PT XYZ merupakan industri *Food and Beverage* di Klaten yang mengolah buah kurma menjadi berbagai produk, salah satunya *cookies* kurma berbahan dasar tepung mocaf. Namun, perusahaan belum pernah melakukan pengukuran kinerja produknya. Penelitian ini bertujuan untuk mengukur dan memperbaiki kualitas *cookies* kurma menggunakan metode *Quality Function Deployment* (QFD). Sebanyak 100 responden dilibatkan untuk mengisi kuesioner *Voice of Customer* (VOC), yang hasilnya digunakan untuk menyusun matriks *House of Quality* (HoQ). Hasil VOC menunjukkan bahwa konsumen menginginkan warna *cookies* lebih terang (70%), topping kurma dalam potongan kecil dan tersusun rapi, ukuran *cookies* sedang (65%), serta aroma mentega dominan (65%) dan rasa mentega dominan (47%). Dari analisis HoQ, atribut prioritas perbaikan meliputi aroma mentega, rasa mentega, diameter *cookies*, dan potongan kurma. Perbaikan dilakukan melalui variasi jumlah mentega, penambahan diameter *cookies*, dan pemotongan kurma menjadi *topping*. Penilaian penerimaan sensoris diuji menggunakan uji hedonik. Penentuan formulasi terbaik menggunakan metode *Analytical Hierarchy Process* (AHP) menunjukkan bahwa formulasi terbaik adalah penggunaan mentega 50 g dan diameter *cookies* 4 cm. Hasil pengukuran TKP sebelum dan sesudah perbaikan menunjukkan peningkatan, menandakan bahwa kinerja dan kualitas produk telah memenuhi kebutuhan konsumen.

**Kata kunci:** *cookies*, HOQ, kurma, mocaf, QFD, AHP

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