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Translating The Voice of Customer: A House of Quality Analysis of Packaging Attribute Priorities for Ready to Drink Beverages in Indonesia
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ABSTRACT

The Ready to Drink (RTD) beverage industry in Indonesia has become increasingly competitive, making packaging an important factor in influencing consumer purchasing decisions. As packaging serves not only as a protective container but also as a marketing and communication tool, manufacturers need to understand the expectations of customers to develop packaging that creates greater value to customers. Therefore, the objective of this study is to identify which packaging attributes that are most important to customers and translate these requirements into prioritized technical requirements for Ready to Drink beverage packaging using the House of Quality, and provide recommendations for packaging development. This study employed a descriptive mixed methods research design. Qualitative data was collected through semi-structured interviews with loyal customers of Ready to Drink beverages to identify the customer requirements and an in-depth interview with a packaging engineering expert to help translate it to technical measures. The Quantitative data were collected through a structured questionnaire targeted to Ready to Drink beverage consumers in Indonesia to evaluate the importance of each customer requirement. The House of Quality was then constructed to evaluate the relationships between customer requirements and technical requirements and prioritize engineering actions. The findings indicate that “Packaging does not leak easily”, “Practicality of use”, and “Safety of packaging material” are the highest priority customer requirements. These customer requirements were then translated into prioritized technical requirements, with “Inspection system compatibility”, “Bottle

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material PET", and "Stable weight distribution" as the most critical technical priorities. The findings provide a foundation for Ready to Drink beverage manufacturers to align packaging design with consumer expectations and support evidence based packaging development.

Keywords: House of Quality (HoQ), Packaging Attributes, Quality Function Deployment (QFD), Ready to Drink (RTD) Beverages , Voice of Customer (VoC), Consumer Preferences

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INTISARI

Industri minuman Ready to Drink (RTD) di Indonesia semakin kompetitif, sehingga kemasan menjadi salah satu faktor penting yang dapat mempengaruhi keputusan pembelian konsumen. Kemasan tidak hanya berfungsi sebagai wadah pelindung, tetapi juga sebagai sarana pemasaran dan komunikasi. Oleh karena itu, produsen perlu memahami harapan konsumen untuk mengembangkan kemasan yang dapat memberikan nilai lebih bagi konsumen. Penelitian ini bertujuan untuk mengidentifikasi atribut kemasan yang paling penting bagi konsumen, menerjemahkan kebutuhan tersebut menjadi kebutuhan teknis yang diprioritaskan untuk kemasan minuman Ready to Drink menggunakan House of Quality, serta memberikan rekomendasi untuk pengembangan kemasan. Penelitian ini menggunakan desain penelitian metode campuran (mixed methods) secara deskriptif. Data kualitatif dikumpulkan melalui wawancara semi-terstruktur dengan konsumen loyal minuman Ready to Drink untuk mengidentifikasi kebutuhan konsumen, serta wawancara mendalam dengan seorang ahli teknik kemasan untuk membantu menerjemahkan kebutuhan konsumen tersebut ke dalam ukuran teknis. Data kuantitatif dikumpulkan melalui kuesioner terstruktur yang ditujukan kepada konsumen minuman Ready to Drink di Indonesia untuk mengevaluasi tingkat kepentingan dari setiap kebutuhan konsumen. Selanjutnya, House of Quality disusun untuk mengevaluasi hubungan antara kebutuhan konsumen dan kebutuhan teknis serta menentukan prioritas tindakan teknis. Hasil penelitian menunjukkan bahwa “Packaging does not leak easily”,

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"Practicality of use", dan "Safety of packaging material" merupakan kebutuhan konsumen dengan prioritas tertinggi. Kebutuhan konsumen tersebut kemudian diterjemahkan menjadi kebutuhan teknis yang diprioritaskan, dengan "Inspection system compatibility", "Bottle material PET", dan "Stable weight distribution" sebagai prioritas teknis yang paling kritis. Hasil penelitian ini dapat menjadi dasar bagi produsen minuman Ready to Drink dalam menyelaraskan desain kemasan dengan harapan konsumen serta mendukung pengembangan kemasan yang berbasis pada bukti.

Kata kunci: House of Quality (HoQ), Atribut Kemasan, Quality Function Deployment (QFD), Minuman Ready to Drink (RTD), Voice of Customer (VoC), Preferensi Konsumen