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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
Ruth Abigail Mandari, Rocky Adiguna, S.E., M.Sc., Ph.D.
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LIST OF ABBREVIATIONS

QFD	Quality Function Deployment
HOQ	House of Quality
PET	Polyethylene Terephthalate
BPA	Bisphenol A
RTD	Ready to Drink
VOC	Voice of Customer
WHATs	Customer Requirements
HOWs	Technical Requirements