

IMPLEMENTASI METODE *QUALITY FUNCTION DEPLOYMENT* PADA
ANALISIS ATRIBUT PRODUK HOJICHA DAN *BRAND IMAGE*
KONOGAWA COFFEE & CULTURE, D. I. YOGYAKARTA

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Abstrak

Hojicha merupakan jenis olahan produk samping teh hijau yang berasal dari Kyoto Jepang terbuat dari tangkai teh tanpa daun sisa pengolahan menggunakan mesin. Salah satu cafe yang menyediakan menu minuman hojicha adalah Konogawa Coffee & Culture yang berada di Yogyakarta. Tingkat penjualan menu hojicha di Konogawa Coffee & Culture merupakan yang paling rendah apabila dibandingkan dengan menu Gawa Ice Coffee (*best seller*) dan matcha (produk minuman olahan green tea) yaitu hanya 234 *cup* selama periode penjualan bulan September 2020 hingga Februari 2021. Kurang maksimalnya penjualan produk hojicha salah satunya disebabkan oleh konsumen yang belum familiar dengan produk hojicha, yang ditunjukkan dengan data rata-rata pencarian hojicha konsumen di Indonesia selama 1 tahun hanya sebanyak 7 pencarian perminggu, sedangkan produk serupa yaitu matcha mencapai 56 pencarian perminggu. Selain kurang familiarnya hojicha di kalangan konsumen, berdasarkan wawancara awal dengan konsumen diketahui bahwa karakteristik produk yang belum sesuai dengan kebutuhan serta keinginan konsumen juga menjadi penyebab kurang maksimalnya penjualan hojicha. Melalui penelitian ini, atribut produk hojicha yang menjadi prioritas perbaikan, nilai kerja produk hojicha Konogawa Coffee & Culture, kebutuhan teknis pengembangan produk hojicha, serta usulan perbaikan produk dapat ditentukan.

Responden penelitian ini berjumlah 100 orang ditentukan menggunakan metode *purposive sampling* dengan kriteria responden pernah mencoba produk hojicha Konogawa Coffee & Culture dan kedai pembanding. Hasil kuesioner kemudian diolah yang menghasilkan hasil akhir berupa *House of Quality* (HOQ) kualitas produk hojicha dan *brand image* Konogawa Coffee & Culture. Atribut produk yang menjadi prioritas perbaikan berdasarkan penilaian kepentingan adalah “Konsumen memiliki persepsi yang baik terhadap produk hojicha yang dihasilkan oleh Konogawa Coffee & Culture” (4,190), sedangkan berdasarkan atribut *brand image*, prioritas perbaikan berdasarkan penilaian kepentingan adalah “*Brand* unik memiliki ciri khas tersendiri” (3,960). Nilai kesenjangan atribut antara Konogawa Coffee & Culture dengan kedai pembanding pada beberapa atribut sekunder kualitas produk dan *brand image* masih bernilai negatif yang menandakan produk hojicha dan *brand* dari Konogawa masih belum dapat memenuhi ekspektasi konsumen. Kebutuhan teknis yang perlu dilakukan oleh Konogawa Coffee & Culture antara lain penggunaan bahan baku dalam keadaan baik agar produk yang dihasilkan terjaga keamanannya serta memaksimalkan *digital marketing* agar target konsumen yang lebih luas dapat dijangkau.

Kata kunci: Atribut Produk, *Brand Image*, Hojicha, Kebutuhan Pelanggan, *Quality Function Deployment*

**IMPLEMENTATION OF QUALITY FUNCTION DEPLOYMENT METHOD
ON ANALYSIS HOJICHA'S PRODUCT ATTRIBUTE AND BRAND IMAGE
KONOGAWA COFFEE & CULTURE, D. I. YOGYAKARTA**

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Abstract

Hojicha is one kind of green tea side product, originally based in Kyoto Japan, using a full tea plant's stalk as the raw material that is once leftover from the machining process at the regular tea production. One of the cafes that serving hojicha as its menu is Konogawa Coffee & Culture, located in Yogyakarta. Hojicha selling rate is the lowest compared to other menus such as Gawa Ice Coffee (best seller menu) and matcha (green tea-based drink), which only 234 cups from September 2020 to February 2021. One of the factors that affected hojicha has low selling rate is that people are still not familiar with hojicha products, proven by google trends data that shows searching average on hojicha within a year is just only 7 per week, compared to matcha which is 56 searching average per week. Moreover, through the interview was known that product characteristic that is still not able to fulfil customer's needs and customers wants also affected the selling rate of hojicha product. Through this research, several things such as, hojicha product attribute that prioritized for having an improvement, Konogawa Coffee & Culture's hojicha performance score, technical needs for developing hojicha characteristics, and also improvements suggestions are able to be defined.

There were 100 respondents determined by the purposive sampling method, required respondent's hojicha consumption experience by Konogawa Coffee & Culture and benchmark cafe. Questionnaire's output then processed into HoQ of product quality and brand image of Konogawa Coffee & Culture. The product attribute with the highest priority score based on product importance score was "the cafe that has a good reputation at produced hojicha drink" (4,190), while the brand image attribute that gained the highest priority score based on brand image importance score was "the brand is unique because it has its own speciality". The gap score of several attributes between Konogawa Coffee & Culture and benchmark cafe were negative, indicated that the product and brand image of Konogawa Coffee & Culture still were not able to fulfil customer's expectations. Technical requirements that needed to be fulfilled by Konogawa Coffee & Culture were used qualified raw materials to produce a product that was safe to consume, also maximized the digital marketing to reach a larger customer target.

Key words: Brand Image, Customer Needs, Hojicha, Product Attribute, Quality Function Deployment