ABSTRACT

ANALYSIS OF CONSUMER PERCEPTION ON SOY MILK COMPOSITION USING QUALITY CONTROL CIRCLE (QCC)
(Case Study: MSME Soy Milk Mother Eti)

Product quality is very important, it should be considered in order to attract consumers to buy. MSMEs in Indonesia, need to improve services, improve product quality, and can adjust what consumers want. MSME Soy Milk Mother Eti is a business engaged in the provision of soft drinks ie soy milk. The purpose of this research is to get the right composition of soy milk and increase the income of MSMEs by increasing the market demand. Based on September sales data decreased 9.87% compared to August. The problems in this research is the difficulty of determining the composition in accordance with the wishes of consumers and improve the quality of soy milk products. The method used in this study is the Quality Control Circle(QCC) method, then in this study will determine the appropriate composition by distributing questionnaires and classifying factors that lead to decreased quality of soy milk products. Implementing the eight step problem solving of the QCC method will be useful in determining the factors causing the decline in quality of soy milk products. The things that are done to improve the quality of soy milk products include by feeding soybeans in sufficient quantities and the appropriate amount of water, replacing the wok with a thicker skillet, adding enough cold water during the extortion process, selecting the whole soybean and disposing of the material not soybeans and spreading consumer questionnaires. The exact composition in accordance with the wishes of both the sweet taste, the level of consistency and aroma of soy milk is 200 grams of soybeans, 850 ml of water, and 50 grams of sugar. Sales of soy milk increased from 1610 packs / month to 1893 packs / month or by 17.57%

Keywords: Quality Control Circle (QCC), Quality, Composition, Soy Milk, Perception