

ABSTRACT

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Title : Quality Analysis of Deorex Personal Care Product Based On 8
Quality Dimensions

Quality is the main component of a product that plays an important role, as it determines how the product will compete in the market. In today's era, the trend of personal care products is increasing, which causes the competition in the market to be fiercer. In this case, Deorex which is a personal care product that help to reduce body odor, needs to evaluate the quality offered to customers. By re-evaluating the quality of Deorex products based on the 8 quality dimensions, which are performance, reliability, features, conformance, durability, serviceability, aesthetics, and perceived, it will help in providing an overview of the improvements needed to be done, hence Deorex team can formulate the right product improvement strategy. In this study, the quality analysis of Deorex uses the Importance Performance Analysis (IPA) method with a total of 32 attributes which are divided into 8 different dimensions in order to compare the level of importance from customer's perspective with the level of performance of Deorex. The Importance Performance Analysis (IPA) result shows that there are 3 attributes that need to be the main focus for improvement, namely in terms of the convenience of using Deorex, information on Deorex packaging and labels, and Deorex for excessive sweating problem. In this study, the improvement strategy that was produced are to clarify the steps to use Deorex, create new designs for Deorex packaging and labels, replace Deorex's bottle packaging, produce and release the "strong" variant, and sharpen Deorex's advantages.

Keyword: Product Quality, Quality Dimensions, Deorex, Personal Care, Importance Performance Analysis