

## DAFTAR ISI

|                                                                      | <b>halaman</b> |
|----------------------------------------------------------------------|----------------|
| <b>HALAMAN JUDUL</b> .....                                           | i              |
| <b>LEMBAR PENGESAHAN</b> .....                                       | ii             |
| <b>LEMBAR PERNYATAAN BEBAS PLAGIARISME</b> .....                     | iii            |
| <b>KATA PENGANTAR</b> .....                                          | iv             |
| <b>DAFTAR ISI</b> .....                                              | v              |
| <b>DAFTAR TABEL</b> .....                                            | vi             |
| <b>DAFTAR GAMBAR</b> .....                                           | vii            |
| <b>DAFTAR LAMPIRAN</b> .....                                         | viii           |
| <b>ABSTRAK</b> .....                                                 | ix             |
| <b>ABSTRACT</b> .....                                                | x              |
| <b>BAB 1      PENDAHULUAN</b>                                        |                |
| 1.1      Latar belakang .....                                        | I-1            |
| 1.2      Perumusan masalah.....                                      | I-3            |
| 1.3      Tujuan Kegiatan.....                                        | I-3            |
| 1.4      Ruang lingkup dan batasan penelitian.....                   | I-3            |
| 1.5      Manfaat penelitian.....                                     | I-3            |
| 1.6      Sistematika penulisan.....                                  | I-4            |
| <b>BAB II     LANDASAN TEORI</b>                                     |                |
| 2.1      Produk.....                                                 | II-1           |
| 2.2      Desain dan Pengembangan Produk.....                         | II-1           |
| 2.2.1    Desain Produk.....                                          | II-1           |
| 2.2.2    Pengembangan Produk.....                                    | II-3           |
| 2.2.3    Tahap Pengembangan Produk.....                              | II-3           |
| 2.3      Sepatu.....                                                 | II-5           |
| 2.4 <i>Air Conditioner</i> .....                                     | II-6           |
| 2.4.1    Komponen pada <i>Air Conditioner</i> .....                  | II-7           |
| 2.4.2    Cara kerja <i>Air Conditioner</i> pada proses pendinginan.. | II-7           |
| 2.5      Kuesioner.....                                              | II-8           |

|                                      |       |                                                             |       |
|--------------------------------------|-------|-------------------------------------------------------------|-------|
|                                      | 2.5.1 | Jenis Kuesioner.....                                        | II-8  |
|                                      | 2.5.2 | Langkah Membuat Kuesioner.....                              | II-9  |
| 2.5                                  |       | <i>Objective Tree</i> .....                                 | II-9  |
|                                      | 2.5.1 | Model <i>Objective Tree</i> .....                           | II-10 |
| 2.6                                  |       | <i>Quality Function Deployment</i> .....                    | II-11 |
|                                      | 2.6.1 | Tahap Pembuatan QFD.....                                    | II-12 |
| 2.7                                  |       | <i>House of Quality</i> .....                               | II-13 |
| 2.8                                  |       | Uji Validitas dan Reliabilitas.....                         | II-16 |
|                                      | 2.8.1 | Uji Validitas.....                                          | II-16 |
|                                      | 2.8.2 | Uji Reliabilitas.....                                       | II-17 |
| <b>BAB III METODOLOGI PENELITIAN</b> |       |                                                             |       |
| 3.1                                  |       | Objek Penelitian.....                                       | III-1 |
| 3.2                                  |       | Pengumpulan Data.....                                       | III-1 |
| 3.3                                  |       | Kerangka Penelitian.....                                    | III-2 |
| 3.4                                  |       | Perancangan Produk.....                                     | III-4 |
| 3.5                                  |       | Analisis Hasil.....                                         | III-5 |
| 3.6                                  |       | Kesimpulan dan Saran.....                                   | III-5 |
| <b>BAB IV HASIL DAN PEMBAHASAN</b>   |       |                                                             |       |
| 4.1                                  |       | Pengumpulan Data.....                                       | IV-1  |
| 4.2                                  |       | Pengolahan Data.....                                        | IV-1  |
|                                      | 4.2.1 | Pernyataan kuesioner terbuka.....                           | IV-1  |
|                                      | 4.2.2 | Identifikasi kebutuhan konsumen.....                        | IV-4  |
| 4.3                                  |       | Matriks <i>House of Quality</i> .....                       | IV-7  |
| 4.4                                  |       | Uji Validitas dan Reliabilitas.....                         | IV-9  |
| 4.5                                  |       | <i>Planning Matrix</i> .....                                | IV-11 |
| 4.6                                  |       | Rekapitulasi Hasil Perhitungan <i>Planning Matrix</i> ..... | IV-16 |
| 4.7                                  |       | <i>Technical Response</i> .....                             | IV-16 |
| 4.8                                  |       | <i>Relationship Matrix</i> .....                            | IV-17 |

|              |                                    |       |
|--------------|------------------------------------|-------|
| 4.9          | <i>Technical Correlation</i> ..... | IV-19 |
| 4.10         | Hasil Rancangan.....               | IV-19 |
| 4.11         | Analisis Hasil.....                | IV-20 |
| <b>BAB V</b> | <b>KESIMPULAN DAN SARAN</b>        |       |
| 1.1          | Kesimpulan.....                    | V-1   |
| 1.2          | Saran.....                         | V-2   |
|              | <b>DAFTAR PUSTAKA</b> .....        | 60    |
|              | <b>LAMPIRAN</b>                    |       |

## DAFTAR TABEL

|            |                                                                       |       |
|------------|-----------------------------------------------------------------------|-------|
| Tabel 1.1  | Penelitian Terdahulu.....                                             | I-3   |
| Tabel 4.1  | Pernyataan Responden Pertama.....                                     | IV-2  |
| Tabel 4.2  | Pernyataan Responden Kedua.....                                       | IV-3  |
| Tabel 4.3  | Pernyataan Responden Ketiga.....                                      | IV-3  |
| Tabel 4.4  | Pernyataan Responden Keempat.....                                     | IV-4  |
| Tabel 4.5  | Pendataan Objektif.....                                               | IV-5  |
| Tabel 4.6  | Bobot Atribut kuesioner tertutup.....                                 | IV-7  |
| Tabel 4.7  | Tingkat Persepsi.....                                                 | IV-8  |
| Tabel 4.8  | Tingkat Ekspektasi.....                                               | IV-8  |
| Tabel 4.9  | Tingkat Kepentingan.....                                              | IV-9  |
| Tabel 4.10 | Hasil uji validitas tingkat persepsi.....                             | IV-9  |
| Tabel 4.11 | Hasil uji validitas tingkat ekspektasi.....                           | IV-10 |
| Tabel 4.12 | Hasil uji validitas tingkat kepentingan.....                          | IV-10 |
| Tabel 4.13 | Uji Reliabilitas Tingkat Persepsi, Ekspektasi dan<br>Kepentingan..... | IV-11 |
| Tabel 4.14 | Perhitungan tabel <i>Importance to Customer</i> .....                 | IV-12 |
| Tabel 4.15 | <i>Customer Satisfaction Performance</i> .....                        | IV-12 |
| Tabel 4.16 | <i>Expected Satisfaction Performance</i> .....                        | IV-12 |
| Tabel 4.17 | <i>Improvement Ratio</i> .....                                        | IV-14 |
| Tabel 4.18 | <i>Sales Point</i> Atribut.....                                       | IV-14 |
| Tabel 4.19 | Bobot Atribut Produk.....                                             | IV-15 |
| Tabel 4.20 | Normalisasi Bobot.....                                                | IV-16 |
| Tabel 4.21 | Perhitungan <i>Planning Matrix</i> .....                              | IV-16 |
| Tabel 4.22 | <i>Technical Response</i> .....                                       | IV-17 |
| Tabel 4.23 | Perbandingan lama proses pengeringan.....                             | IV-21 |
| Tabel 4.24 | Perbandingan Output Manual.....                                       | IV-22 |

## DAFTAR GAMBAR

|                                                        |       |
|--------------------------------------------------------|-------|
| Gambar 2.1 Tahap Pengembangan Produk.....              | II-3  |
| Gambar 2.2 Model <i>Top-Down</i> .....                 | II-10 |
| Gambar 2.3 Model <i>Left to Right</i> .....            | II-11 |
| Gambar 2.4 <i>House of Quality</i> .....               | II-13 |
| Gambar 3.1 Stasiun Pengeringan.....                    | III-1 |
| Gambar 3.2 <i>Flowchart</i> Metodologi Penelitian..... | III-3 |
| Gambar 3.3 Kerangka Perancangan Produk.....            | III-4 |
| Gambar 4.1 Diagram Pohon Masalah.....                  | IV-5  |
| Gambar 4.2 Diagram Pohon Objektif.....                 | IV-6  |
| Gambar 4.3 <i>Relationship Matrix</i> .....            | IV-18 |
| Gambar 4.4 <i>Technical Correlation</i> .....          | IV-19 |
| Gambar 4.5 Rancangan Mesin Pengering Sepatu.....       | IV-20 |
| Gambar 4.6 Hasil Akhir Mesin Pengering Sepatu.....     | IV-20 |

## **DAFTAR LAMPIRAN**

|                                         |    |
|-----------------------------------------|----|
| Lampiran A Rincian Mesin Pengereng..... | 67 |
| Lampiran B Dokumentasi Penelitian.....  | 79 |
| Lampiran C Kuesioner Terbuka.....       | 81 |
| Lampiran D Kuesioner Tertutup.....      | 91 |