

INTEGRASI *QUALITY FUNCTION DEPLOYMENT* DAN *BUSINESS MODEL CANVAS* DALAM PERANCANGAN *PRODUCT-SERVICE SYSTEM* PRODUK BARU PADA NATURA ALAMINDO

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ABSTRAK

Persaingan industri suplemen kesehatan yang semakin kompetitif mendorong perusahaan untuk tidak hanya menawarkan produk berkualitas, tetapi juga layanan yang memberikan nilai tambah bagi pelanggan. Natura Alamindo sebagai produsen TuMIC, jamu herbal *shot*, masih berfokus pada *Product Oriented* sehingga diperlukan penerapan *Product-Service System*. Penelitian ini bertujuan menentukan karakteristik teknis dan komponen PSS menggunakan *Quality Function Deployment*, merancang layanan dan interaksi pelanggan melalui PSS *Blueprint*, serta menyusun model bisnis menggunakan *Business Model Canvas*. Penelitian diawali dengan identifikasi kebutuhan pelanggan melalui kuesioner, kemudian diolah menggunakan *House of Quality* (HoQ) Fase I dan Fase II. Hasil HoQ Fase I menunjukkan bahwa *Multi-channel Customer Service* menjadi karakteristik teknis dengan prioritas tertinggi. Selanjutnya, hasil HoQ Fase II menunjukkan bahwa komponen PSS yang menjadi prioritas pengembangan adalah Sistem Poin Member, *Helpdesk* Teratur, *Dashboard Website*, dan Program *Reward* dan *Voucher*. Berdasarkan hasil tersebut disusun rancangan PSS *Blueprint* dan *Business Model Canvas* sebagai model bisnis usulan. *Blueprint* menghasilkan tujuh tahapan customer action, yaitu Kenali Produk, Temukan Produk, Pembelian Produk, Konsumsi Produk, Pantau, Tukar dan Reward, serta Selesaikan. Sementara itu, BMC mengintegrasikan seluruh konsep PSS ke dalam sembilan blok model bisnis. Meskipun penerapan PSS tidak menambah *revenue streams* perusahaan, layanan yang diusulkan diharapkan mampu meningkatkan frekuensi pembelian sehingga berdampak pada peningkatan volume penjualan dan pendapatan perusahaan.

Kata Kunci: *Product-Service System, Quality Function Deployment, House of Quality, PSS Blueprint, Business Model Canvas*

**INTEGRATION OF QUALITY FUNCTION DEPLOYMENT AND
BUSINESS MODEL CANVAS FOR PRODUCT-SERVICE
SYSTEM DESIGN OF A NEW PRODUCT AT NATURA
ALAMINDO**

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ABSTRACT

The increasing competition in the health supplement industry encourages companies to offer not only high-quality products but also value-added services that enhance customer experience. Natura Alamindo, the producer of TuMIC herbal shot, currently adopts a product-oriented business approach, indicating the need to implement a Product-Service System. This study aims to identify the technical characteristics and PSS components using Quality Function Deployment, design service processes and customer interactions through a PSS Blueprint, and develop a business model using the Business Model Canvas. The research began by identifying customer requirements through a questionnaire, followed by analysis using House of Quality (HoQ) Phase I and Phase II. The results of HoQ Phase I identified Multi-channel Customer Service as the highest-priority technical characteristic. HoQ Phase II further identified Member Point System, Regular Helpdesk, Website Dashboard, and Reward and Voucher Program as the priority Product-Service System components. Based on these findings, a PSS Blueprint and a proposed Business Model Canvas were developed. The blueprint consists of seven customer action stages: Product Awareness, Product Discovery, Product Purchase, Product Consumption, Monitoring, Reward Redemption, and Issue Resolution. Meanwhile, the proposed BMC integrates all PSS concepts into the business model. Although the proposed PSS does not introduce new revenue streams, the additional services are expected to increase purchase frequency, resulting in higher sales volume and company revenue.

Keywords: *Product-Service System, Quality Function Deployment, House of Quality, PSS Blueprint, Business Model Canvas*