

## **ABSTRACT**

*Currently, SMEs face various challenges in maintaining competitiveness, including management aspects, product constraints, and financial constraints. To address these challenges, training and the development of management strategies are crucial. The State-Owned Enterprises House (RB) serves as a facility provided to shape the digital economy ecosystem through coaching to enhance the capacity and capability of SMEs. RB Bandung regularly conducts coaching, including training for SME practitioners. However, RB Bandung is inconsistent in conducting customer satisfaction surveys regarding the implemented training. This is due to the measurement tools used being unable to gauge customer needs and lacking standardized processes that can be applied as a reference for the standard flow of customer satisfaction measurement.*

*This research utilizes the Quality Function Deployment method to help identify customer needs and articulate them into relevant technical requirements. These customer needs will be categorized based on service quality theory. The design of the measurement tool and SOP for customer satisfaction measurement is also based on ISO 9001:2015 requirements.*

*After conducting validity tests on the measurement tool, it was found that the calculated  $r$ -value is greater than the tabulated  $r$ -value, indicating that the measurement tool is valid. The reliability test results for the measurement tool obtained a value greater than the minimum and maximum validity values, namely 0.967. Additionally, the design of the measurement tool, in the form of a questionnaire and the procedure for measuring customer satisfaction, has met the requirements and theories used.*

*With this design, it is expected to serve as a reference for RB Bandung in implementing customer satisfaction measurements to improve the quality of coaching provided to SMEs.*

***Keywords: SMEs, QFD, Quality***