# ABSTRACT

*Technological developments grow so fast now. It is used by some providers of education by opening up ODL education. Telkom University has ODL program for Master's degree. One of the programs that opened is the Electrical Engineering. ODL Tel-U Isn't currently able to expand the market because it is constrained by low quality products from some customers complained. Therefore, ODL Tel-U to improve the quality of service ODL Graduate Electrical Engineering to make advantages for ODL Tel-U.*

*This research aims to provide recommendations product quality improvement based on 10 true customer needs to increase customer satisfaction. This research using Quality Function Deployment (QFD) method. QFD method is one of the techniques that can translate customer requirements into product characteristics taking into consideration the ability of SMEs to make it happen. This QFD method using two stages. The first step is QFD iteration one or House of Quality to determine priority of technical response. The second step is QFD iteration two or Part Deployment Matrix to determine priority of critical part.*

*Formulation of recommendations compiled based on the data processing, analysis, brainstorming with the service provider and the relevant benchmark of the reference ODL. Recommendations made is an increase factor standard for application features, use the type of server processor Core i7, increased bandwidth capacity, the determination of the type of media promotions, timing of promotions, determination of the faculty, the determination of the number of technical and operational units, the formulation of evaluation points on customer feedback to evaluate ODL services Tel-U, the determination of the media to collect feedback, the determination of the minimum number of students per class and the determination of the amount of cooperation partners. The entire proposed recommendations have been verified by the service provider and otherwise can be realized.*

*Keywords: Quality Function Deployment, true customer needs, ODL*