

ABSTRACT

The world grow rapidly with supports advances in technology, so that the whole industry growth in any sector. TPCC (Telkom Professional Certification Center) is a training and certification program that stands as an affiliate of Telkom Professional Development Center (TPDC) through Telkom Education Foundation (YPT) that provides CCDP (Certified Development and Professional Program) as one of the programs designed for graduate SMA / SMK / MA or a student / alumni of the college who want to have a real skill as a solution to workforce competency gaps today and in the future. However, CCDP currently have a problems regarding the number of participants who are not on target, especially in the Web Development Professional certification program (WDP), because it is less attractive to potential participants. The number of participants of the certification program has declined dramatically, to a peak was in no registries in the certification program. CCDP felt the need to develop a training and certification program with a new system, one of which is to expand the target customers. Therefore, CCDP will develop one of the certification product that is, Web Development Professional, to achieve its objectives.

This research aims to provide quality product deveoplment recommendations based on 9 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 CCDP to make it happen. QFD is done by using a two-stage and one other stage, namely, the development of the concept. This research uses a true customer needs, Cano Category and Values category Customer Expectation Value as an input. The first stage is House of Quality to determine the priority of the technical characteristics, the research had the data by conducting interviews and brainstorming with CCDP and competitors ie, Binus Center. In addition, to get the technical characteristics were also obtained by the study of literature, such as government regulations regarding training and certification agency standard. There are seven priority technical characteristics were obtained from fifteen technical characteristics. The next stage is the concept development. In this stage, created a new alternative concepts will be selected by the CCDP to be developed. Those concepts are obtained based on the study of literature and comparative studies with Binus Center. There are three concepts that has been designed and selected by CCDP using decision matrices. The last stage in this research is Part Deployment to determine the priority of critical parts. This third stage will obtain the priority critical part based on the technical characteristics that have been obtained on House of Quality. There are twelve priority critical part were obtained from seventeen critical part.

The recommendations are the determination of the amount of learning concept, the number of learning procedure, the placement of the training room, criteria of education level minimum for instructor, kind of expertise certificate owned by instructor, a minimum work experience of instructor, kind of competences of the instructor, implementation of performance improvement programs for instructors and workers, implementation of performance improvement programs with agency for instructors and workers, implementation of cooperation program with the company, the determination of the curriculum structure and the establishment of a schedule for curriculum arrangement.

Keywords: Quality Function Deployment, True Customer Needs, House of Quality, Part Deployment, WDP