

ABSTRACT

Growth of Veil users be greater annually. This condition make a new business oppurtunity. This is a casual clothing for teen that veil user. Polite shop established since 2005 . After 2 years established, their sales was decrease.From interview to several customer that never come again to Polite shop, we have a conclusion. This conclusion is Polite shop need better product and service to increase the sales.

QFD (Quality Function Deployment) which defined as a method for planning process and product or service developing that integrated voice of customer to its planning process hoped could be tool to develop Flexi Trendy become a high quality service according to customer need and customer want. At this research, QFD method uses two iterations.

To get the primary data, interview the customer could be the best way. According to the interview results there are 16 voice of customer obtained. These would be categorized by using tree diagram. Then the importance value and performance value are calculated by means of Weight Average Performance (WAP) method. Secondary data are obtained from Polite shop, competitor, literature, and internet.

The result of data processing shows that there are 25 technical requirements and 25 critical parts that can meet the 16th customer needs. Five customer needs that have the highest raw weight are variety product (10,02), knowledge about customer needs (7,62), a comfort clothing (7,48), achieved price (7,17), and attract interior design (7,11). Customer needs that have the highest raw weight will become the priority in increasing its performance. Five technical requirements that have the highest contribution are clothing material(2,54), kind of interior design (2.464), number clothing per colour (1,42), a type clothing pattern (1,39), and picture design (1,33). Critical parts that have the highest contribution are character of clothing design (2,01), price offers (1,93), wide of clothing area in store (1,45), sum of air conditioner(1,39), and frequency of personal contact with costumer(1,23).

The result of this observation may recommend Polite shop developing their product and service quality, so that they can maintain the customer loyalty and to increase new customers.