

## ABSTRACT

*Warung Internet Sobat is a company that moves in providing internet service. Now after almost three years, many other Warnet arose as to compete with Warnet Sobat. To overcome this challenge Warnet Sobat has to make new improvements such as improving service quality to keep their customer loyalty. But it is not enough to just keep the loyalty and customer satisfaction. It is indicated by highly customer claims of the service given. From the data showed we can see the average of complains for a week is 79 complains. There for service quality improving based on what customer want is needed one method we can use is QFD (Quality Function Deployment).*

*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 service in Warnet Sobat become a high quality service according to customer need and customer want. At this research, QFD method uses 2nd iterations. In the 1st iteration, voice of customer is an input to get technical characteristics, and then in the 2nd iteration, this technical characteristic will be an input to get the critical part for Warnet Sobat service.*

*From the result of data processing, there are 16 attributes 25 technical requirements and 24 critical parts of customer needs for Warnet Sobat service. Based on the highest raw weight, it generates needs attribute that become priority of improvement that is the Speed when browsing (8.24), seldom disconnect (8.10), and room that clean (7.85). Technical requirement that recommended for improve the performance based on highest column weight is Type of ISP (2.02), Bandwidth wide (1.98), and amount of PC (1.98). And for the critical part that recommended for improve the performance is Amount of speedy line (1.72), Bandwidth managing/klien (1.79), and the type of Speedy (1.72).*

*The result of this observation may recommend Warnet Sobat to develop their product quality, so that they can maintain the customer loyalty and to increase new customers.*

*Keywords: Quality Function Deployment (QFD), Warnet Sobat*