

ABSTRACT

PT. Indonesia AirAsia is a joint collaboration with low-cost airline in Southeast Asia's leading. His presence has become a phenomenon in the airline business in Indonesia. With the concept of LCC, Air Asia now has won many awards for its performance in recent years. Indonesia Air Asia offers the comfort and safety in transportation with his motto "every one can fly", which touches all segments of society. Complaints of service with Air Asia of course be considered, given the intense competition in the airline business today. Based on data obtained from Section Guest Support Indonesia Air Asia, there are still complaints from customers ranging from the technical complaint until the complaint is a non-technical and administrative services. If this is not immediately addressed, then one by one customer will leave Indonesia Air Asia Airline, and switch to another airline. Thus in the end, of course, would hurt the company, the loss of potential customers and the loyalty of customers who have long been built. Consider these things, really need to do an evaluation of service performance for Indonesia Air Asia is the design and improvement of service Indonesia Air Asia airline, which of course can answer the needs and desires his customers.

The method used is the combined result of the design method QFD method (Quality Function Deployment), and TRIZ (The Theory of Inventive Problem Solving). QFD method can be a product design method of logging service Indonesian Air Asia airline that quality because QFD is based on the focus of the effort to fulfill the needs and wants of consumers. However QFD identifies only the consumer's voice and translate it into technical characteristics of the product until it gained its critical part. QFD not sufficient to solve the contradictory problem that occurs in meeting customer needs. So the role is necessary because TRIZ able to create new concepts to meet these contradictory requirements (Rantanen & Domb, 2002).

From the results of processing the data obtained in this study attributes 21 customer needs and service quality attributes of the need for 4 service prices. Based on the results of design requirements and performed services for the needs of 21 attributes, 23 technical characteristics, and 14 critical parts and solving the contradiction between the technical characteristics of the co-matrix relationships HoQ using TRIZ, the recommendations given to customer needs 6 attributes.

The design of the service will eventually be given the proposed improvements Airlines Indonesia Air Asia so as to enhance customer satisfaction and ultimately increase customer loyalty.

Keywords: Recommendation, Improvement, Air Asia, QFD, Quality Function Deployment, TRIZ, Quality, Flight.