# ABSTRACT

*Nowadays, the number of analog photography enthusiast is increasing. It is because of the ease to get analog photography equipment on online shop. Kecebongbugil company has a line of business that is Kecebongbugil Store that also provides analog photography equipments and using online media e-commerce as the main of base sale. With so many online shops that offer the same services, Kecebongbugil Store must do the development and improvement of service quality to provide a competitive advantage in order to overcome the existing competition. A service in the world of e-commerce must take several aspects such as customer convenience in booking and payment, then the information provided by the company are in accordance with reality, and also the speed of goods ordered for delivery to customers. Often problems arise in e-commerce service system provided by the company. To find out about service issues faced by Kecebongbugil Store can be done using the method of Quality Function Deployment. This method is one technique used to translate or identify customer needs and service characteristics into consideration the company's ability to fulfill it. So by using the QFD method is expected this study can improve the quality of services provided as well as repair service that does not satisfy customer desires.*

*In identifying the relevant data needs to get done with the voice of customer interviews directly to Kecebongbugil Store's customer. Then the next stage is the dissemination of questionnaires to the 31 customers who had experienced Kecebongbugil Store and service companies are also competitors to know the value of the importance and value of the satisfaction level to 12 attributes that needs to be improvement in service Kecebongbugil Store. At this stage of data processing, obtained technical characteristics which are the first iteration stage QFD be a priority in development. Priority is obtained by ranking seventh largest value that already represent 50% of the total value of the technical characteristics.*

*For the next stage is the second iteration of QFD is part deployment. Where deployment is part of the technical characteristics of the previous iteration. At this stage obtained about nine priorities where the eleven development of these attributes are attributes that do not meet the target. To overcome problems with the Kecebongbugil Store, made a recommendation could support the improvement of service for the Kecebongbugil Store. Some of the recommendations provided in the repair service are as follows adding number of employee, adding frequency of goods restocks per month, giving training and work guide book about the standard of service, sets a standard maximum delivery time for goods and sets a standards of service operation to checking goods before shipment .*

*Keyword : Performance, Service, Quality Function Deployment*

ii