

## ***ABSTRACT***

*Junkiee Shoes as a company which produce a denim shoes were born in December 2010. Selling system that applied in this company using internet as a main base of selling product, as known as online shop. Problems often appeared in the system that company provided. To knows the problems by needs and wants of the costumers to improve their service quality, company needs a system that able to to improve their service qualityof online shop. To propose a business process improvement of quality service for Junkiee Shoes company 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 make a business process of improving the quality of service so company will able identifiednthe needs and wants from customers and applied the modern quality improvement.*

*In designing the business process of quality service relevant data needs to analyzed with approximation re-engineering method. Then the next stage is do the brainstorming, fantasizing and benchmarking process to improve the quality of service within QFD as a method of quality improvement. During the designing stage, researcher take counsel with Junkiee Shoes party in order to get an appropriate design for the company.*

*The result of this research are suggestion of business for improvement of e-commerce quality service, and an information system which help in inputs and calculation in improvement of e-commerce quality service process. So the business for improvement of e-commerce quality service process could be more effective and efficienct. After that, junkiee shoes company and academician did a validation for the procedure, and give a feedback towards the procedure.*

*Keywords : Re-engineering, Service, Quality Function Deployment, Information System*