

ABSTRACT

The tourism industry is closely related to various sectors, such as cultural tours, shopping, and dining. The need for tourism information, especially the culinary tour, filled with culinary information services. Infojajan.com culinary portal is one of the PT. Infomedia Nusantara service which provides information about Indonesian culinary. Today the company has not been able to provide the best quality service of Infojajan.com because they found customer complaints about Infojajan.com. Improved quality of service needs to be done by Infojajan.com with innovations on the service as a competitive advantage to win the competition in the culinary information services.

The purpose of this study was to formulate recommendations in order to improve service quality based on 9 true customer needs of Infojajan.com obtained from the results of previous research, entitled "Analysis of Quality Improvement Needs Infojajan as Culinary Portal in Indonesia using Integration E-SERVQUAL and Kano". This study uses Quality Function Deployment (QFD) to translate customer needs into the service characteristics and takes into account the company's ability to realize those needs. QFD is done in two stages. The first stage is QFD iteration 1 or House of Quality (HOQ) that is used to identify true customer needs, and determine the technical characteristics priority. The second stage is the QFD iteration 2 or Part Deployment Matrix to determine critical parts priority based on technical characteristics priority.

Based on QFD iteration 1, obtained 8 technical characteristics priority which should be continued to the next stage. Based on QFD iteration 2, obtained 20 critical part priority for improving Infojajan.com service.

Formulation of recommendations based on the results of data processing, analysis, brainstorming with the company, and to benchmark against competitors. Recommendations are given among others, the determination the number of letter types, increasing the number of animation types, the determination of the amount of layout format, increasing the number of media publicity services, the timing of media publicity services, determining the frequency of media publicity services, additional services access applications, increasing the number of community types, the addition of online services, increasing the number of food categories, the addition of a restaurant types, increasing the number of restaurant locations, increasing the number of categories of recipes, increasing the number of article types, increasing the number of tips types, increasing the number of event types, determination of lottery procurement programs, increasing the number of contact center services, increasing the frequency of employee training, increasing the frequency of employees monitoring. All the recommendations proposed have been verified by the company and may otherwise be realized.

Keywords: Infojajan.com, QFD, Quality Function Deployment, Web site