

## **ABSTRACT**

*E-commerce business takes place more and more vibrant in cyberspace related to the increasing of the internet users recently. The progress in the field of e-commerce is utilized by a new start-up company that is Dkantin company. This company opened a business in the field of food with a target of students. The Dkantin company itself is located adjacent to Telkom University. But customers are still few or small. This research is done to investigate what exactly needed by the customer at this time by integrating the ability of company in fulfilling customer requirement.*

*The research is purposed to produce output in the form of true customer needs recommendations that need to be considered as inputs to process data on QFD (Quality Function Development) method. This research begins with the first step, the house of quality to determine the technical characteristics. The second step of concept development is done by the company. The last step is the part deployment as a priority or critical part.*

*The results obtained are recommendations for companies to improve the quality of the website, including adding basic colors on the website display can use primary colors, adding the amount of labor as much as three people based on the conditions of the Foody company, adding the criteria of workers with minimum education level Diploma Three (D3 ), adding worker criteria with a minimum of one year's work experience, improving the website for a re-accessible website menu (updated regularly), adding other media used for registration such as Facebook and Google, adding descriptions to each food menu on the website, Rent at least 1 web hosting company as the site provider of data security company website one example nusantarahost.*

**Keywords:** *TCN (True Customer Needs), QFD (Quality Function Deployment), House Of Quality, Part Deployment, Critical Part*