

## ABSTRACT

*Based on data from the Investment Coordinating Board of 2016, Indonesia is currently included in 10 countries that achieve improvement in Doing Business 2017: Equal Opportunities for All. The Government takes a strategic step in increasing this figure by establishing a One Stop Integrated Services (PTSP) system that is a licensing service management system that is done transparently and integrated in one place. Implementation of one-door integrated service system in some areas is still not yet owned by the Act as the foundation of service one of them is Bandung (Integrated Licensing Service Agency, 2017). The unavailability of this service foundation caused the One Stop Service Investment Office (DPMPTSP) as a service provider institution with related stakeholders not yet optimal in realizing its administrative services, so that the people are still not satisfied with the services provided. Seeing this, it is necessary to develop a licensing service with the need and curiosity with the wishes of DPMPTSP by using the Quality Function Deployment (QFD) method. QFD method is one technique that can be translated into technical capabilities with the ability of the company to make it happen. This research is intended to provide recommendations for improving DPMPTSP licensing services based on eleven true customer needs. In this research, QFD calculation used is QFD with two iterations, namely House of Quality to determine technical characteristics and Part Deployment Matrix to determine critical part. There are 10 technical priorities gained from 13 technical features that yield 26 critical critical part priorities obtained from 28 critical parts. The suggestions made are the development of the PTSP website, the type of document that will be integrated into the online service system, the document contents, the specification of the HR specification standard, the development of the website features, the content development of the website requirements, the use of queue numbers when serving applicants in the DPMPTSP office, SOP Internal, development of transaction proof alternatives, setting the weight of the working time for the operation of the activity. The result of the recommendation will be a cost benefit analysis to see whether the recommendation is acceptable to be implemented in terms of the cost incurred and the benefits to be received.*

*Keywords: DPMPTSP licensing service, QFD, House of Quality (HoQ), deployment section.*