

ABSTRACT

Calysta skincare present as one of the companies engaged in beauty that has now been met by many companies. Calysta skincare tries to take the hearts of consumers with the services and advantages offered. However, Calysta skincare faces problems with the number of customers who never reach the target set by the internal Calysta skincare, especially Calysta skincare margacinta branch. The number of customers or patients in Calysta skincare of margacinta branch does not increase significantly even tend to remain in the previous position as if not moving forward. Therefore, Calysta skincare will try to do development in one branch of clinic owned by Calysta skincare margacinta branch.

This study aims to provide recommendations on the development of service quality based on 12 true customer needs using Quality Function Deployment (QFD) method. This method is done in two stages and done with the development stage of concept. This research uses true customer needs, canoe categories and customer satisfaction as input. The first stage is the House of Quality stage which aims to determine the technical karaktristik priotiras. The last stage of this research is the second iteration stage. This stage aims to find the priority of the critical part. Critical parts selected as priorities will be developed for recommendations.

The results of this study contains recommendations for improving the quality of Calysta Skincare services. Recommendations are obtained from priority critical parts. The prioritized criteria are then designed to get suggestions to improve the services of Calysta Skincare. The advice given to Calysta skincare is to implement the results of this study in an effort to get the number of customers.

Keywords: *True Customer Needs, Quality Function Deployment, House of Quality, Part Deployment, Skincare*