

ABSTRACT

Inagri is a vegetables supplier and raw food ingredients, which already has 80 customers consisting of restaurants, hotels, catering and others businesses especially in Bandung. Inagri is always fully committed to provide satisfying services and maintain customer trust to improve its credibility. However, receives complaints from customers regarding its website. This study aimed to formulate recommendations for Inagri's website service improvements on 13 true customer needs using the Quality Function Deployment (QFD) method. The QFD method was carried out in three stages. The first step was the House of Quality (HoQ), the second step was Concept Development, and the last step was Part Deployment. The results were 12 priority technical characteristics from QFD First Iteration and 18 critical priority parts from QFD Second Iteration to improve Inagri's website services.

The recommendations given to Inagri were prepared based on the results of analysis, data processing, discussions with Inagri and benchmarking with competitors, namely Sayurbox and Keranjangsayur. Recommendations include reducing the number of colors used, adding fonts, navigation types, animation types, layout types, website features, website content types to display websites in an attractive way. Adding more types of product information to answer product information complaints that are still lacking. Added standard elements of online customer service, media variants of customer complaints, and the Frequently Asked Questions (FAQ) feature to answer complaints regarding unsatisfactory website admin responses. The addition of a type of security system to answer customer complaints regarding the security of websites deemed insecure.

Keywords: True Customer Needs, Quality Function Deployment (QFD), House of Quality (HoQ), Concept Development, Part Deployment