

ABSTRACT

Esgotado is a company engaged in the field of convection in Bandung that sells online. Along with the development of technology, developments in online businesses are also increasingly rapid, which has led to the emergence of similar competitors. This is a problem that must be faced by Esgotado. Competitors who can influence the sales of Esgotado are Eigerindo and Visval. Despite the presence of both competitors, the company must also create a positive view because the presence of competitors will influence consumer behaviour before consumers finally decide to make a purchase.

The purpose of this study was to formulate recommendations for improving the quality of online service on the Esgotado website that are in accordance with True Customer Needs (TCN). The method used in this study is the Quality Function Deployment (QFD). The result of the study will then be processed using the method of quality function deployment in this study. In the previous research 14 attributes are needed to become true customer needs for Esgotado website services. Then after processing the data using quality function deployment, 12 technical characteristics and 12 critical part will be developed to improve the quality of Esgotado website services.

The formulation of recommendations is based on the results of data processing, analysis, brainstorming with the company and benchmarking with similar competitors. The recommendations proposed are the addition of the number of types of navigation, type of payment transaction, type of loyalty program, type of media customer service, type of zoom feature, type of media review, type of information, type of delivery method, reduction in maximum delivery time and change of exchange. All recommendations have been proposed and verified by Esgotado.

Key Word: Esgotado, True Customer Needs, Quality Function Deployment, Technical Characteristic, Critical Part.