

ABSTRACT

Blue Bird Group is a company engaged in transportation. Blue Bird Group is one of the well-known transportation service companies in Indonesia. The best known service from the Blue Bird Group is taxi transportation services. The more days the name of the Blue Bird Group is getting bigger, and this spurred Blue Bird Group to continue to be the best transportation service and provide convenience for offline transportation for the community in their daily activities. the same but better because it uses the online system on their services and that has a big influence on Blue Bird Group, the offline transportation services of Blue Bird Taxi are starting to be abandoned by the people and turning to other online transportation such as GO-JEK and Grab.

This study aims to formulate recommendations for improving the quality of MyBlueBird application services after conducting previous research using the canoe method and getting 15 true customer needs to get recommendations using the Quality Function Deployment (QFD) method. QFD is useful for translating customer needs into service characteristics and considering the company's capabilities. QFD is carried out in two stages. The first stage is QFD House of Quality to identify true customer needs and determine priority technical characteristics. The second stage is the Second Deployment QFD (Part Deployment) to determine critical priority parts based on priority technical characteristics.

Based on First Iteration QFD, 19 priority technical characteristics are obtained which must be continued to the next stage. Based on the Two Iteration QFD, 8 critical parts have been obtained for the improvement of the Myblubird application service. The formulation of recommendations is based on the results of data processing, analysis, brainstorming with companies and benchmarking against company competitors.

Keywords: House of Quality, MyBlueBird, Part Deployment, Quality Function Deployment (QFD)