ABSTRACT

The development of the mobility public transportation in West Java is changing fast, as becomes connected and strong. It is shown based on company data in December 2018, Bandung has the highest frequency of departure in West Java. Therefore, one of multinational company in Indonesia saw an opportunity to help the development of public transportation facilities. They see the modern society need digital services, especially in the mobility so that need for an appropriate application to facilitate the mobility. Come up with application that provides information and booking travel tickets or travel agents in Indonesia with several options in online. However, currently, some applications already use a travel aggregator system in Indonesia so that further studies are needed on developing service quality to defeat competitors and work optimally based on market needs. In this research, the development of service quality is based on true customer needs. One method used to develop the quality of a product is the Quality Function Development (QFD). However, the method uses subjective data so there is no definite measure and need new methods are more accurate. Therefore, the Fuzzy Quality Function Deployment (QFD) method with fuzzy logic calculation is expected to be more accurate. QFD method has three stages. First stage is the QFD iteration one (House of Quality) to translate true customer needs and determine priority of technical characteristics. Next stage is the development of concepts and has goals to create alternative concepts that will be selected by Sejalan developer team. The thirth stage is the QFD iteration two (Part Deployment) that has a goals to determine priority critical parts. The results of this study are seven priority technical characteristics, fourteen priority critical parts, and fourteen final recommendations.

Keywords* : *Sejalan Aplication, Travel Aggregator, Quality Improvement, Quality Function Deployment, Fuzzy Logic.