

ABSTRACT

IBE Furniture is a furniture business located around Telkom University that was established on October 17, 2017 with an online sales system, so that consumers can view product catalogs that are available on the Instagram account @Ibefurniture. IBE Furniture at this time there are still many deficiencies felt by consumers in the services provided at this time, it is necessary to improve services performed by IBE Furniture.

This study aims to provide service improvement recommendations based on true customer needs. One method that can be used in product improvement and development is the Quality Function Deployment (QFD). This method was chosen because it is based on the needs and desires of consumers who function as a quality measurement tool to make improvements, resulting in strategies that make consumers satisfied.

From this study, 12 attributes of consumer needs related to service at IBE Furniture can be identified. In the attribute of these needs, identified 4 priority technical characteristics from 13 technical characteristics that need to be considered in the development of facilities and services. Meanwhile, in critical parts there are 4 priority critical parts out of 7 critical parts with each target which are then translated into recommendations for the development of service quality at IBE Furniture.

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