ABSTRACT

Cotton.go is one of the local brands that produce and sell shirts, t-shirts, and outwear that can be worn by both men and women (unisex). Founded in 2015 Cotton.go uses the offline method in marketing its products until 2017 starts to enter the online realm such as e-marketplace and e-commerce. However, e-commerce Cotton.go has not been able to provide good quality services because there are still complaints about e-commerce services. In this study aims to identify the attributes of Cotton.go e-commerce that can be improved and developed in accordance with priority order to achieve customer satisfaction.

The first stage is obtaining data in the form of true customer needs which will then be identified as technical characteristics. After that, the technical characteristics will be assessed for their relevance in QFD (Quality Function Deployment) Iteration One (House of Quality). The QFD method helps prioritize customer needs that can be developed by adjusting the capabilities of Cotton.go to improve it. Next, is the concept development stage by making alternative concepts that will be chosen by Cotton.go. The final stage is the Part Iteration QFD (Part Deployment) to determine the priority of the critical part. The critical part priority is obtained from the priority of the technical characteristics of the First Iteration QFD.

The resulting recommendations are the results of brainstorming with Cotton.go and benchmarking with competitors. The final recommendation has been verified by Cotton.go and can be implemented in stages in order to achieve an increase in the quality of Cotton.go e-commerce services.

Keywords: E-commerce, Quality Function Deployment (QFD), Part Deployment, Benchmarking, House of Quality.