

## **ABSTRACT**

*The one function about the Internet for this era can be used for business and it is always increasing. It has a big impact for everybody that there is a potential to use the Internet as a business facility, especially for businessmen. Bearpath is a company who used social medias as a method aims to attract the attention of customers by using a website. Bearpath is the brand of outdoor sandals that located in Bandung. Even though this company has been established for a long time, the CEO of Bearpath said that they haven't reached the target for selling their product to costumers every month by using a website. Therefore, the CEO of Bearpath wants an improvement about that.*

*The goal of my research is to give a recommendation for the company to improve their quality services on the website by using the "11 true customer needs" that used a quality function deployment (QFD) method. The quality function deployment (QFD) method could translate the customer needs into technical characteristics that can be implemented by the company in accordance with the capabilities of the company.*

*QFD has two stages, the first iteration of QFD is House of Quality that can be decide a priority technical characteristics by the true customer needs, and the second iteration of QFD is a Part Deployment that could choose a priority critical part by the priority technical characteristics. According to this research, the first iteration is produce 5 priority technical characteristics that will be developed in the second iteration QFD that produces 11 priority critical parts that serve as the final outcome of the recommendations for improvement. This recommendation is based on brainstorming results with the owner and website designer, literature study and benchmarking with competitors. The final recommendation about this research has been verified by the company, and also this recommendation can be implemented with the process in hopes of helping to improve the quality of Bearpath website services.*

**Keywords: Quality Function Deployment (QFD), House of Quality (HOQ), Technical Characteristics, Part Deployment, Critical Part, Bearpath.**