

ABSTRACT

BankSampah.id is a website-based application that aims to support the operational activities of a Waste Bank. BankSampah.id is committed to maintaining trust and giving satisfaction to users. However, BankSampah.id still has not been able to meet customer satisfaction. Based on the preliminary survey obtained several user complaints regarding the quality of BankSampah.id website services.

In this study the aim was to formulate a plan to improve the quality of BankSampah.id website services based on 22 true customer needs obtained from previous research, namely "Analysis of the needs of BankSampah.id application users using Web Usability integration and Kano Model (Study Case of Waste Bank Management in Bandung) " using the Quality Function Deployment (QFD) method. The purpose of QFD is to translate customer needs into service technical characteristics by considering the capabilities of BankSampah.id.

The first stage in this research is QFD. House of Quality to identify true customer needs is used to determine priority technical characteristics. The second stage is the Second Deployment QFD (Part Deployment), which is to determine critical priority parts based on priority technical characteristics.

At the stage of Iteration QFD One obtained 11 priority technical characteristics which became the reference for the next stage, namely Iteration QFD Two. In the second stage of QFD I obtained 14 critical priority parts to plan for improving the quality of BankSampah.id website services

Preparation of recommendations based on data processing, analysis and brainstorming with BankSampah.id and conducting benchmarking against competitors. The recommendations proposed to improve the quality of BankSampah.id website services are, on the website display using 3 types of letters, namely Dekoratif, Sans-Serif and Serif, the animation on the website display becomes 3, namely icon, text and photos, layout on the website into 3 types, using the model Layout Alternating Index, Model Layout Left Index and Model Top Index, adding tutorial media that is using Youtube, Instagram and Booklet, adding a security system that uses captcha and phone number, features on the website increase into 4 features, namely language features, search menu, map and career, on the display of

language websites that are used to be 2 types, namely Indonesian and English, time of posting content at 12.00 and 17.00, adding posted content namely garbage bank activities, garbage bank articles, garbage bank news, adding filter features and sorting, adding the number of navigation found on the website becomes 3 types, namely images, text and icons, men increase the number of customer service services through Facebook, Instagram, Twitter, Youtube, Line, Whatsapp, Email and Call Center, admin works from 07.00-17.00 WIB and adds login variants using Google, Facebook, Email, and Phone Number.

Key Words : BankSampah.id, House of Quality, Part Deployment, True Customer Needs, Quality Function Deployment.