

## **ABSTRACT**

*Nusantara Ojek is one of the online ojek service providers in Indonesia. Based on data obtained from Statista (2019), it shows that online transportation income has grown from previous years. Online transportation revenue growth averaged 15.76% in 2019-2023, but data obtained from Nusantara Ojek shows a significant decrease in users of Nusantara Ojek's online transportation services. Therefore, this study aims to examine the weaknesses of the online transportation service Nusantara Ojek so that it can provide recommendations for improvement.*

*The research was conducted using the Quality Function Deployment (QFD) method until iteration two. The first iteration of Quality Function Deployment (House of Quality) aims to translate the needs of users of the Nusantara Ojek's online transportation services into technical characteristics by considering the company's capabilities. Furthermore, in the second iteration of Quality Function Deployment (Part Deployment) aims to determine the priority Critical Part. Improvements to the quality of Nusantara Ojek's online transportation services are based on the Voice of Customer design and in the first iteration QFD design the output is 13 technical characteristics used in the development and concept.*

*In the final stage, there are 7 recommendations for improvements related to increasing the percentage of server capacity, map types, frequency of ad uploads, ad content provided, features provided in the application, types of delivery media and types of digital payments provided to improve the quality of transportation services online Nujek.*

**Keywords: Nujek, Quality Function Deployment, Voice of Customer, Part Deployment, Critical Part**