

ABSTRACT

Amanda Brownies as one of the greatest culinary company in Indonesia need to be closer to its customers in order to interact and give more attention to its customers. Amanda Brownies start forming new communication media by utilizing the internet as the main base in communicating its products mainly in the sector of social networks, by using Facebook.

The research purposed to formulate improvement remmendations of Amanda Brownies Facebook page according to True Customer Needs to increase customer satisfaction. This research method is using Qualitu Function Development (QFD). This method is one techniques used to translate True Customer Needs into technical requirement as well as take into consideration the company's ability to realize those needs. The identify True Customer Needs has been done in an earlier research titled "Communication Media Service Amanda Brownies Need Analysis using E-Service Quality and Kano's Model Method ". The research determines will continue on QFD 1st and 2nd iteration.

Reccomendations are formulated according to brainstorming on the company and benchmarking with the competitor. Recommendations are given, among others, the timing of work, monitoring, set the frequency of training, reward, punishment provision, set the frequency of the reward system, set the frequency of punishment, provide training, set the maximum time in answering customer questions, adding media connections, adding media access, maximizing the number of questions that must be answered each day, set the maximum tim ein response to customer feedback, adding media application access, set time makasimal in handling customer complaints, maximizing the amount of feedback that should be taken every day, maximizing the number of complaints to be dealt with every day, held customer gathering, held discounts, held a quiz, held a raffle, conducted a survei of customers, increase the frequency of information updates, and add any kind of complaints can be handled. The entire proposed recommendations have been verified by the company and may otherwise be realized.

Keywords: QFD, Quality Function Deployment, Facebook Amanda Brownies