

## ABSTRACT

Rapid development of the industry of e-commerce or electronic commerce is growing, spurred competition between business in the virtual world. Currently many online stores compete offers of goods and services as well as exciting market through internet media. Brodo was one of the companies engaged in the field of e-commerce with a focus to brand leather shoes for young middle-segment up. Currently Brodo still face a variety of complaints from customers. Based on internal data Brodo, the number of complaints in November 2011 to September 2012 reaches 78 cases. Therefore required an improvement in the company's online service Brodo.

Servqual is instrument for measuring kepuasan customers in order to know attributes strong and weak company. Repair attributes weakness company can be settled by quality function deployment (QFD).

Customer service interview Brodo done to get voice of customer and obtained 16 attributes of the customer's needs. Analysis of the SERVQUAL classify those attributes into several dimensions, namely, efficiency, fulfilment, privacy, communication, contact, responsiveness and personalization.

In the first iteration of QFD obtained technical characteristics and selected 10 technical characteristics which have the highest priority among other services, the standard amount of skill level of employees in solving problems, positioning the menu on the website, the number of stages of the booking process, the number of standard rate of employee understanding of the product, and the amount of payment media availability.

In the second iteration of QFD obtained 11 critical part of development priorities, which among other things, the frequency of the training capabilities of the employees in resolving issues per year, the number of menus on the website, the availability of the search bar, the amount of the input data and the frequency of training products to understanding employee per year.

To resolve the problem in Brodo provided several recommendations, among others, of reducing unnecessary menu and display only the most important menu, increased media payments and ordering new ones, adding employees, and the addition employee understanding of standard products.

Keywords: Brodo *Footwear*, *E-Commerce*, E-SERVQUAL, QFD