

ABSTRACT

The rapid development of internet in Indonesia encourages growth of online stores business, one of which is Esgotado from Bandung which is an SME that manufactures bags for young people. Esgotado selling bags through official website that www.esgotado.net, since November 2012. During the course of its business, Esgotado increased sales, but there are shortcomings in Esgotado e-commerce services and services of competitors (Brodo) is better. Therefore, it is necessary to do research on improving the quality of Esgotado e-commerce services based on the needs and desires of customers.

This study aims to formulate recommendations to improve the quality of Esgotado e-commerce services accordance with True Customer Needs to improve customer satisfaction. The method that used in this research is Quality Function Deployment (QFD). QFD is a method of improving the quality of service that is based on the voice of customer input, voice of engineer and service comparison to similar services. Comparison of services performed on Brodo e-commerce services to acquire targets to be achieved by Esgotado e-commerce services to make it better.

The identification of Customer Needs True has been done before on a study entitled "Analysis of Esgotado E-Commerce Services Needs using Integration Electronic Service Quality and Kano Model". Results from these studies will be processed in this study on QFD iteration 1 and 2.

The results of previous studies gained 16 needs attribute which became true customer needs for e-commerce services of Esgotado. Then processing of data using Quality Function Deployment gained 7 technical characteristics and 11 critical parts, where technical characteristics of design development of website Esgotado and critical part development of website navigation becomes the first priority that needs to be developed to improve quality of Esgotado e-commerce services.

Keywords: Quality Function Deployment, E-commerce Services, Esgotado, Technical Characteristics, Critical Part.