

ABSTRACT

Nowadays, the number of people who make online purchasing is increasing. It is because of the ease, convenience, and also the cheaper price offered by the online shop on the internet. On that reason, many online shop try to develop the payment system and many online shop begin to use e-money payment system. E-money is a stored value or prepaid product in which the value of the money is stored in an electronic media owned by someone. To get a number of e-money, it needs the e-money changer service that offers a conventional money exchange to e-money. Many online shops provide e-money changer service and one of them is Kecebongbugil.com. With so many online shops that offer the same services, Kecebongbugil.com must do the development and improvement of service quality to provide a competitive advantage in order to overcome the existing competition. The development and improvement of service quality in Kecebongbugil.com can be done using the method of Quality Function Deployment (QFD). This method is used to translate customer requirements into the service characteristics and considering the company's ability to fulfill it.

The first step that should be done in developing the service quality of e-money changer is identifying consumers' needs by conducting interviews. The interview results 8 attributes that affect the customers. Then, the next step is to distribute the questionnaires to 45 people who had used the Kecebongbugil.com service and also competitor service to know the importance value and satisfaction value level of the 8 attributes that have been obtained from interviews. At the stage of data processing, obtained technical characteristics of QFD as the first iteration stage. From the results of the first iteration, obtained 9 development priorities based on the target that is no reached yet.

And the second iteration of QFD is part. In this stage acquired 6 priorities development targets derived from the critical part that has not been met yet. That priority development is made as the basis in formulating recommendation for quality improvement in e-money changer Kecebongbugil.com service. Some final recommendations provided in the development of service quality of e-money Kecebongbugil.com are increasing the number of operators, the determination of work shift, channel service operators addition, the addition of the type of bank account, create a legal passport, fulfill the requirements of a decent website, add stock of e-money, creation of online forms, and add the promo type.

Keywords : Quality Function Deployment, Online shop, Service, E-money changer.