

ABSTRACT

PT Blue Bird Group Bandung as one of the transport service providers have a variety of product service, one of which is a taxi. Performance Blue Bird Group taxis Bandung is still considered below par, because the facts show that complaints against taxi service is still very much derived from the customer. With a performance like this, PT Blue Bird Group Bandung will have difficulty in achieving the target to increase the number of customers, then there is a need to improve and enhance the quality to minimize the defects that exist.

Taxi service performance measurement can be done by applying six sigma methods. Six sigma method is a method to approach problem solving and process improvement through the phases of DMAIC (Define, Measure, Analyze, Improve, Control). This method is not the only method which is dominated by the use of statistics, but it is a blend of disciplines and approaches that focus on reducing the number of defects and the search for causes of variation in processes that affect product quality.

Based on research results, obtained five CTQ potentially affect the performance of taxi services, namely negligence operator, operators are difficult to contact, the promised fleet did not get to the destination, driver behavior, and the comfort of the car. Referring to the company's complaint data, the value of sigma taxi service to order a taxi service is 3.1. Some recommendations are given to increase the value of sigma taxi service at the PT Blue Bird Group Bandung.

Key words: defects, service orders, DPMO Sigma, Critical to Quality (CTQ), a potential CTQ