ABSTRACT

Guteninc is a local Indonesian brand from Bandung founded by three young men from Makassar in June 2011 who plunged into the field of footwear for men and women made of leather and included in small and medium enterprises (SMEs). Based on interviews conducted with the chief executive officer (CEO), Gutteninc uses a separate sales system between online and offline. That way, the sales and revenue targets are also divided into two. Offline sales targets are volatile and only in December can the target be achieved. The main factor causing this failure is due to the lack of Guteninc store services in terms of offline sales which are supported by customer complaints survey data on store services, therefore the Guteninc store service must be improved.

In this study formulating recommendations for store Guteninc services in terms of offline using the Quality Fuction Deployment (QFD) method. QFD consists of two main steps, QFD. One iteration that translates true customer needs into technical characteristics and QFD Two iterations which describe the requirements of technical characteristics become critical parts.

The formulation of recommendations is obtained from the results of literature studies, the process of selecting decision matrices, braintorming with Guteninc, benchmarking with competitors, expert opinion, the results of data collection and processing, and the results of analysis. It is expected that the formulation of these recommendations can improve the quality of the Guteninc store service in terms of offline.

Keywords: Quality Function Deployment (QFD), true customer needs, technical characteristics, critical parts.