

## **ABSTRACT**

*Telkom University is one of the private tertiary educational institutions that has a website that provides services to help job seekers to obtain job information and to be able to help graduates to easily get career information to the next stage.*

*This study aims to formulate recommendations for improvements to the attributes needed to improve the quality of the Tel-U Career website based on 14 true customer needs obtained from the results of previous research on Tel-U Career website design improvements based on user needs analysis using usability and model web integration canoe. This study uses the Quality Function Deployment (QFD) method to translate customer needs into service characteristics and consider the company's capabilities. QFD is carried out in two stages. The first stage is QFD House of Quality to identify true customer needs and determine priority technical characteristics. The second stage is the Second Deployment QFD (Part Deployment) to determine critical priority parts based on priority technical characteristics.*

*Based on First Iteration QFD, 12 priority technical characteristics are obtained which must be continued to the next stage. Based on the Second Iteration QFD, 16 critical priority parts were obtained to improve Tel-U Career website attributes.*

*The formulation of recommendations is based on the results of data processing, analysis, brainstorming with companies and benchmarking against company competitors. Recommendations given include the critical part type of terms used, type of navigation used, location of the search column, search criteria, number of stages of account recovery, type of account recovery media, news content categories displayed, vacancy content categories displayed, category types updating vacancies, updating photo type categories, updating category news, used device variants, maximum berkas unggah size, type of berkas format used, maximum unggah media size capacity, type of media format used*

***Key Words: House of Quality, Tel-U Career, Part Deployment, Quality Function Deployment (QFD).***