

ABSTRACT

Linkaja is an electronic financial service that synergizes between state-owned enterprises (BUMN). Linkaja provides electronic financial services with comfort and ease of transactions to meet people's needs by offering various features. Unfortunately, LinkAja has not been able to provide good quality service because customer complaints are still found regarding LinkAja services.

This study aims to obtain various alternative outputs that will be used to improve the quality of service. this research was conducted based on the approach of 14 true customer needs and using the QFD method. QFD is carried out in two stages. The first stage is House of Quality. house of quality is used to find the priority of the relationship between true customer needs and technical characteristics. The second stage is Part Deployment. part deployment aims to determine the priority of critical parts based on the relationship between technical characteristics and critical parts.

The results of the study show that the first QFD produced 7 priority technical characteristics that will be developed at a later stage. in the second QFD, the output obtained in the previous stage was developed and produced 10 priority critical parts

Recommendations are obtained based on the results of data processing, analyzing, brainstorming with companies, studying literature and benchmarking of competitors. Recommendations provided include adding the type of security system on the application, adding stages of login to the application, adding types of social media to the application, adding methods to contact Customer Service / Contact Person on the application, adding admin work time to the application, adding types of promos to the application, adding the type of information displayed on the application, adding the type of application content to the application, increasing the frequency of content updates on the application, and adding the types of application features. The recommendation has been given and approved by the LinkAja Bogor branch, but further action is needed from the center.

Key word: House of Quality (HOQ) , LinkAja, Part Deployment, Quality Function Deployment (QFD)