

## **ABSTRACT**

*The aims of this final project are to determine the customer needs of Nurul Fikri Buah Batu and improve Nurul Fikri Buah Batu's quality. The method used are Service Quality and Quality Function Deployment method to look for attributes that need improvement which would be search for it's aspects of interest rates and customer satisfaction. Then, the customer needs are determined into technical characteristics and critical parts.*

*Preliminary interviews obtained thirty three customer needs. Customer needs are translated into 58 technical characteristics and 26 critical parts through brainstorming with the Nurul Fikri Buah Batu. There are 10 technical characteristics which give the largest contribution to the fulfillment of customer needs requirements, they are : teacher's level of understanding of subject (7.6%), learning methods (5.8%), the ability to deliver subject (5.5%), compliance with the curriculum BSNP (5.3%), corporate culture (5.1%), teacher's evaluation (3%), teacher education standards (2.6%), the level of reliability in answering student's difficulties (2.5%), the level of reliability teachers in answering students' difficulties (2.4%), the frequency of cleaning & settlement class (2.4%) and timeliness teachers in teaching (2.4%).*

*Based on the analysis and results of data processing toward thirty three customer needs, fifty eight technical characteristics, and twenty six critical parts, can be given a recommendation to the Nurul Fikri Buah Batu to improve the quality of services, in order to achieve customer satisfaction and loyalty in the middle of competition.*

**Keywords:** *Quality, Service Quality, QFD (Quality Function Deployment).*