

## **ABSTRACT**

*Photography industry in Indonesia has rapid growth in recent years. It can be seen from the number of professional Photography services that exist at the moment. In Bandung alone, until the year 2012 registered about 33 pieces of Photography services. With the increasing number of customers of Photography services, business opportunities and competition among industrial Photography services are also increase. And now in Indonesia, there are some major Photography companies, one of which is the Jonas Photo Studio. Jonas Photo Studio today's problems is the increasing corporate Photography industry in Indonesia and many independent Photographers emerged. Of course, this will lead to a form of competition between the Photography industry companies to acquire new customers and retain old customer loyalty.*

*Jonas Photo Studio's service quality improvement in this study were measured using Quality Function Deployment (QFD). Quality Function Deployment method was chosen because it displays in more detail the technical characteristics that could be developed / improved in order to improve the quality of services Jonas Photo Studio. With the QFD method, the company can also know the voice of the customer or the desire of customers obtained through interviews and questionnaires. The results of this interview will be translated into more technical characteristics. In this study, the QFD method performed until iteration 2: Part Deployment Matrix. The first iteration a voice of customer will become the input to get technical characteristics. Next on the second iteration the technical characteristics will become the input to get the critical part of Jonas Photo Studio services.*

*From the data processing in this study obtained 22 attributes of consumer demand for services Jonas Photo Studio, 28 technical characteristics, and 8 critical part of Jonas Photo Studio services. From the 22 attributes, derived some attributes that has the highest value level of interest for customers,*

*which is the fitting room facilities (3.78), studio rooms (3.75), professional Photographers (3.70), a lot of computer review (3.56), an affordable cost of Photo (3.56), and clean canteen facilities (3:54). From the data processing, there are many attributes that need not meet customer expectations, which is studio rooms (-1.49), the seating queue (-0.52), good quality Photos (-0.50), and an affordable cost of Photo (-1.36).*

*From the results of the analysis will be given suggestions for service improvement so as to improve customer satisfaction and ultimately increase customer loyalty of Jonas Photo Studio.*

*Keywords: Jonas Photo Studio, Quality Function Deployment, Service Quality, Photography.*