

ABSTRACT

A football is the most popular sport match in the world. Including in Indonesia that it's National Team has many fanatic supporters. A hundred thousand supporters always attending at the stadium to support their National Team. Like a service's buyers, people who buyed a ticket must get the best service from the match committee. However, service to Indonesian Football National Team match spectator was perceived not maximal. It was evidenced by the many camplaints from the spectator. For increasing the service quality can use Quality Function Deployment (QFD) methode. It is a the technic that can be used to translate or identify the customer needs to service characteristic with consider the committee capability. After used it's methode, the research is expected can give recomendation for increasing the service quality.

In identifying the requirements of the data, so we can get the voice of customer, this research will do a direct interview to people who attends in SU GBK. The next step is to deliver questionnaire to 100 respondens to understand the value of the need and satisfy of 30 need attributes in the service. In the level of data analysis, would be provided a technical characteristic from the first level of QFD, that has been prioritized in the development process, such as the supporting facility, the looking of the committee, communication media, time to give the ticket's buying service, the easy to get the ticket, the responsiveness of the committee, the knowing of the committe to do their job, the attitude of the committee, the security and comfortability in stadium, the transparancy of the responsibility owner, the choosing of the venue location, the communication between committe and the spectators, the language that been used, and the skill to read the customer needs.

For the next level is the second level of the QFD, that is part deployment. This process is the direct implication of the previous technical characteristic. In this second level, we get the priority of the development as maintenance of stadium, the effectivity of Information Centre, time service, routine workshops, socialization, knowledge sharing, assertiveness to screening the spectator, security help from supporter coordinator, applicating the security system, using PSSI's website, and dorprize. To overcome the problem of match committe, we would deliver recommendations that could contribute to the improvisation of the service of the company. Those recommendations are the making of information system to be used as sharing media for the committee, routine workshops for the committee, the increasing of the socialization, make a Information Centre, add the number of the ticketing committee, make a reward and punishment, add the number of the police, and increase the efectivity of the security system.

Keyword : Match Committee, Service, Quality Function Deployment