ABSTRACT

Infocomcareer website as a service career website owned by CDC Telkom Institute of Technology Bandung can be accessed through the internet. Currently infocomcareer website has a lot of users, Jobseeker the alumni who came not only from IT Telkom alone but from the alumni of other universities in Indonesia. An increase in the number of Jobseeker infocomcareer website becoming the CDC IT Telkom opportunities to utilize existing Jobseeker demand, but as the number of services in the field of career services website CDC, CDC IT Telkom needs to develop the quality of services on the website infocomcareer to give satisfaction and convenience to users of the website infocomareer especially for alumni of IT Telkom Bandung.

This study aims to formulate recommendations infocomcareer website development services in accordance with the voice of the customer to increase user satisfaction career website. This study uses Quality Function Deployment (QFD). This method is one of the techniques used to translate customer needs into consideration the characteristics of the service and the company's ability to realize those needs.

The first stage is to identify the needs of Jobseeker using interview method. From interviews in the can 19 attributes are then grouped based on the need to consider the proximity of service quality dimensions. Then the questionnaires were 95 respondents to the alumni of IT Telkom ever use IT services infocomcareer Telkom website and also ECC UGM services of the University of Gajah Mada UGM Jogja as a competitor to know the value of interest rate and the value of the level of satisfaction of 19 attributes. needs that have been obtained from the interview. Attribute the decline needs to be done on the characteristics of QFD iteration 1 then elected 10 technical krakteristik based on ranking and achievement targets which will then proceed on QFD iteration 2.

Formulation of recommendations designed to improve the quality of services infocomcareer website. Program formulated recommendations based on the results of data processing, analysis, brainstorming with Gadjah Mada University and did a benchmark of ECC UGM Gajah Mada University. The program recommendations proposed in this study is the addition Chating Application via website career, adding Blackberry and Android apps, adding apps Update via direct e-mail, adding application updates via sms, the addition of call center services, the addition of more detailed information menu, fix list display, add menu Video content, add web statistics application career, adding Usage History application.

Keywords: QFD, Quality Function Deployment, Website Infocomcareer