

## **ABSTRACT**

*In this globalization era, the internet gives an enormous impact to information and communication media toward many aspects in society. Business side is one of many part that use the rapid growth of internet user to do its marketing and operational activity. Online shopping is a popular activity in the internet user now, especially in fashion product.*

*UNKL347 is one of the clothing pioneer company in Bandung. Since 1996, the company has started the activity, which only using the offline store to sell the product, but to keep up with the rapid change in technology, UNKL347 also starts using the internet to gain the the company profit. Unfortunately, the online sales didn't worked well, The low quality of online services is the main factor in this situation. This research aim is to develop the online service quality in UNKL347 and in this research the method that used is the Quality Function Deployment method.*

*In the beginning in this research determine true customer needs of UNKL347 is done, and then the defining of technical requirement of each true customer needs, after that the first iteration of QFD is done to analyze improvement priority in technical requirements. After the improvement priority of technical requirements is defined, concept generation is needed to generate the concepts of each technical requirement using the morphological chart method. There are 3 concepts as a result of the morphological chart method, and to determine the best concept to online services, concept screening is done and choose the concept 1 as the best concept. The next process is the second iteration of QFD that its main function is to analyze the improvement priority of critical parts.*

*To solve the problem in UNKL347, many recommendations is made to support the online service improvement in the company. The recommendations include the customer database creation, information update procedure creation, increasing the number of information list in customer service media, improve the shipment schedulling, increase the number of inspection in shipment, increase the product information list media to customer services and also the information list in product database. All of the recommendation has been validated by company management, and it's all can be realized.*

*Key Words : Services, Quality Function Deployment, Concept Generation.*