

ABSTRACT

The increasing activity of buying and selling online is it gives birth to a new business concept that daily deals. GooDizz is the official website of daily deals issued by PT Infomedia Nusantara. However, due to intense competition in the field of online trading services, PT Infomedia Nusantara need to anticipate, namely by developing quality services GooDizz to become a market leader, especially in the field of daily deals.

This research purposed to formulate improvement recommendations of GooDizz according to true customer needs to increase customer satisfaction. This research method is using Quality Function Deployment (QFD). This method is one techniques used to translate true customer needs into technical requirements as well as take into consideration the company's ability to realize those needs. The first stage is to identify 14 true customer needs. This process has been done in an earlier research titled “Need Analysis of Daily Deals GooDizz PT Infomedia Nusantara Using The Integration of E-Service Quality and Kano’s Model”. The scaling of true customer needs to be done on the technical requirements of QFD 1st iteration then selected 8 based on the ranking of technical requirements and targets which will continue on QFD 2nd iteration.

Program recommendations proposed in this research is to establish a standard four-factor delivery agents, there are six forms of information on delivery, maximum delivery time to the customer receipt is two hours after the delivery of goods, determine tigafaktor evaluation of merchant buyers, the website provides a selection of Indonesian and English, the website provides a buying option feature, there is a website template that can be accessed either through a desktop or mobile, design the direct payment system in the two processes, there are three payment channels, operating time customer service 24 hours a day, using three media customer service to serve customers, reduce customer wait time to 30 seconds before the phone is picked up, set the intensity of customer service social media update twice per hour, designed the four liquefaction deposit balances, provisions regarding the deposit, there is a historical transaction feature, part of the company associated with the the documentation is part of the financial transactions, customer service, admin website, five factors determine the standard potential for market research in determining the location of the office.

Keywords : QFD, Daily deals, Electronic Service Quality