

## **ABSTRACT**

*Brolabs is a business engaged in the repair of shoes. Brolabs is well known as a service for repairing leather-based shoes. Brolabs target market is male aged 18-35 years old, but it still possible to cover all gender and age. with the presence of Brolabs, we can find the easiest way to repairing our shoes. However, at this time, after a little over a year of its existence, there is no significant increase in income. It's due to several things as people know Brolabs only for the repairs of leather shoes, and it's supported with some consumer complaints about the services. Therefore, Brolabs will make improvements to the service for the achievement of targets that have been determined.*

*This study aims to provide recommendation of service improvement based on 10 true customer needs. This research using Quality Funtion Deployment (QFD) method. QFD method is one technique to translate customer needs into product or service characteristics by considering the ability of Brolabs in making it happen. QFD method using two stages and one other stage, that is concept development. In the first phase there is a House of Quality to determine the priority of technical characteristics that have been identified. The next stage is the development of concepts. At the stage of development of the concept is done making some new alternnative concepts to be selected by Brolabs to be developed. The last step in this research is QFD iteration two, that is Part Deployment to determine priority of critical part which have been successfully identified. In this third stage it will generate the priority of the critical part based on the priority of the technical characteristics that have been obtained on QFD iteration one.*

*Based on the results of the research, the recommendations are to develop programs to improve human resource capabilities, establish appropriate standards for the equipment used, establish on-site service criteria, provide monitoring control cards, establish systems for tool maintenance, set HR to handle customer service, more supporters, adding media to provide information to customers, and adding the waiting room facility.*

*Key word : Quality Function Deployment, True Customer Needs, House of Quality, Part Deployment, Brolabs*