

ABSTRACT

The fashion industry in Indonesia is growing very rapidly. This condition is in line with the growing public awareness of fashion that has led to the fulfillment of lifestyle in the dress. One of the fashion brands in Indonesia is En-Zy, where the producers focus themselves on products that have unique features. A wide range of En-Zy products are offered with a wide variety of shirts, jackets, totebags, bags, shoes and other accessories. En-Zy implements product sales through various media such as websites, social media, and collaborates with e-commerce in Indonesia. This study aims to identify the En-Zy website attributes that can be improved and developed in order of priority to achieve En-Zy consumer satisfaction.

The first step is to obtain true customer needs. The data is then identified to be a technical characteristic. Furthermore, each technical characteristic is assessed to be linked in the House of Quality (HoQ) to the Quality Function Deployment (QFD) stage. The QFD method can help to prioritize user needs that can be developed according to the capabilities of the En-Zy website. The next stage is the development of the concept by creating new alternative concepts that will be selected by the team of developers En-Zy. The last stage is the part deployment or QFD Iteration two. This stage determines the priority of critical part. Priority critical parts are generated based on the priority of technical characteristics that have been obtained on technical characteristics obtained from QFD Iteration one.

The recommendations made are the number of menus, the amount of detail information, the size of space used, the bandwidth size used, the amount of product information, the amount of content displayed, the number of submenus, and the type of help provided.

Keyword : Website, House of Quality, En-Zy, Service Quality , Part Deployment , Quality Function Deployment.