

ABSTRACT

Gallant House is one of the boarding houses which is engaged in temporary housing services with a long period of time, located in Bandung. It is very important for every boarding house to have a competitive advantage. Services and facilities that are owned by Gallant House are still lacking or still not optimal due to several factors such as the nonoptimal facilities provided and unsatisfactory service so that many complaints make boarders feel unsatisfied with the boarding house's performance function itself thus causing the target consumer desired by the boarding house has not been achieved. One of the methods used in improving services and facilities is Quality Function Deployment (QFD). Quality Function Deployment (QFD) is a method in development and design that is able to integrate Voice Of Customer into a design.

This research aims to provide a design for improvement stages as a recommendation for improvement of facilities and services based on true customer needs, where the method used is Quality Function Deployment (QFD). The early stage taken is looking at the gap (Gap) against the performance of services and facilities provided to consumer desires. Furthermore, the questionnaires were distributed to 46 respondents, obtained 8 technical characteristics that will be used in the development and determination of the concepts used to obtain critical parts which are used as the output of Quality Function Deployment (QFD).

At the final stage of this research. there are eight recommendations designed to improve the performance of the facility and services at Gallant House. Some of them are the standard of internet facilities, standard of cleanliness, standard of service time and standard of service accuracy.

Key Word : QFD, HOQ, Needs Attribute, Part Deployment, Critical Part