

INTISARI

Dalam rangka untuk melakukan peningkatan kualitas layanan pada proses layanan CV Buana Travel, dilakukan riset dengan mengimplementasikan *Quality Function Deployment* (QFD). Tujuan dari implementasi *Quality Function Deployment* (QFD) pada proses layanan adalah untuk mendapatkan *Voice of Customer*, Prioritas Tindakan Respon Teknis, serta menghasilkan usulan strategi yang sebaiknya diambil oleh perusahaan untuk meningkatkan kualitas layanan proses layanan dalam perusahaan tersebut.

Berdasarkan riset yang dilakukan menggunakan metode *Quality Function Deployment* (QFD), didapatkan atribut-atribut yang menjadi prioritas untuk peningkatan kualitas layanan (waktu keberangkatan, kendaraan yang digunakan, pengemudi travel, harga layanan travel), serta usulan tindakan respon teknis yang dilakukan perusahaan (pembersihan dan pengecekan kendaraan, menambah rute baru, *training*). Dari perhitungan, dapat diketahui bahwa semua respon teknis dari perusahaan belum maksimum dan perlu ditingkatkan lagi, guna meningkatkan kualitas layanan proses layanan di CV Buana Travel.

Kata Kunci: *Voice of Customer*, *Quality Function Deployment*, Proses Layanan

ABSTRACT

In order to make improvements to the quality of service on the CV Buana Travel Service , conducted research to implement the Quality Function Deployment (QFD) . The purpose of the implementation of the Quality Function Deployment (QFD) in the service process is to get the Voice of the Customer , Technical Response Priority Actions , and produce proposals strategy should be taken by the company to improve the service quality of service processes within the company.

Based on research conducted using Quality Function Deployment (QFD) , obtained attributes priority to improving the quality of service (departure time , the vehicle is used , the driver of travel , the price of travel services) , as well as the technical response measures proposed by the company (cleaning and checking of vehicles , adding new routes , training) . From the calculation , it can be seen that all the technical response of the company has not been maximum and need to be improved , in order to improve the service quality of service processes in CV Buana Travel.

Keywords : Voice of Customer , Quality Function Deployment, Service Process