

## **ABSTRACT**

*Quality enhancement is a matter that required for a service company in order to create customer satisfaction, to improve customer satisfaction, the company need an application of Quality Function Deployment.*

*In order to make improvements to the quality of service on the sale of pharmaceutical preparations at UBAYA drug store, the writer does a research to implement the Quality Function Deployment (QFD). The purpose of the implementation of the Quality Function Deployment (QFD) on service of sales at UBAYA drug store is to get the Voice of the Customer, Technical Response Priority Actions, and produce proposals strategy that should be taken by the company to improve the quality of service of sale pharmaceutical preparations.*

*Based on research conducted using Quality Function Deployment (QFD), 6 attributes of primary, 19 secondary attributes, and 6 attributes technical response are obtained. In the measurement of customer satisfaction and competitive performance, the attributes studied for pharmaceutical sales just as much as 6 primary attributes and 17 secondary attributes. This is because pharmacies and pharmacy UBAYA competitors do not provide TV and books for customer so it can not be measured for satisfaction.*

*Keywords: Voice of Customer, Quality Function Deployment, House of Quality, Pharmaceutical Preparations*

## INTISARI

Peningkatan kualitas merupakan suatu hal yang wajib dalam suatu perusahaan layanan atau jasa agar tercipta kepuasan pelanggan, untuk meningkatkan kepuasan pelanggan maka perusahaan salah satunya menerapkan Quality Function Deployment.

Dalam rangka untuk melakukan peningkatan kualitas layanan pada penjualan sediaan farmasi diapotek UBAYA, maka dilakukan penelitian dengan mengimplementasikan *Quality Function Deployment* (QFD). Tujuan dari implementasi *Quality Function Deployment* (QFD) pada layanan penjualan diapotek UBAYA adalah untuk mendapatkan *Voice of Customer*, Prioritas Tindakan Respon Teknis, serta menghasilkan usulan strategi yang sebaiknya diambil oleh perusahaan untuk meningkatkan kualitas penjualan sediaan farmasi.

Berdasarkan penelitian yang dilakukan menggunakan metode *Quality Function Deployment* (QFD), didapatkan 6 atribut primer dan 19 atribut sekunder serta diperoleh 6 atribut respon teknis. Pada pengukuran *customer satisfaction performance* dan *competitive satisfaction performance* atribut penjualan sediaan farmasi yang diteliti hanya sebanyak 6 atribut primer dan 17 atribut sekunder, karena apotek UBAYA dan apotek pesaing tidak menyediakan TV dan bacaan sehingga tidak dapat diukur kepuasannya.

Kata Kunci: *Voice of Customer, Quality Function Deployment, House of Quality, Sediaan Farmasi*