

## **ABSTRACT**

*Business competition in today's service industry is very tight and competitive, especially in the field of tourism. The tourism industry is one of the largest service industry in Indonesia because it concerns the scope of the various economic sectors. PT. XYZ is a company engaged in the field of tourism Hajj and Umrah trip in Bandung. But in practice PT. XYZ can not meet the target of Jemaah predetermined amount per year. This is caused by the quality of services provided by PT. XYZ rated unsatisfactory by the customer / Umrah pilgrims is based on the results of a preliminary survey. Therefore, PT. XYZ needs to do to improve the quality of the development of its services in order to compete with similar competitors.*

*This thesis research aims to provide a recommendation for PT. XYZ to improve the quality of its services. Based on the results obtained nine Kano model integrations true customer needs that will be input to this study. The method used in this study is QFD (Quality Function Deployment). QFD is a method to improve the quality of services by translating whatever the customer needs into technical characteristics in accordance with the company's ability to make it happen.*

*The initial phase of the QFD method begins with making the House of Quality (HOQ). Processing on HOQ consists of several stages, including the determination of the planning matrix, the determination of the technical characteristics, determining the correlation matrix between the technical characteristics with each true customer needs, determining the relationship between the technical characteristics and the determination of the technical matrix. HOQ processing aims to determine the priority of the development of the technical characteristics. The second stage is a development concept by creating several alternative concepts for PT. XYZ through the discussion to the next selected and developed. The third phase in this study are the manufacture of Part Deployment aimed to determine the critical part of PT. XYZ along with development priorities.*

*The resulting recommendations for PT. XYZ in this study, among others, present consumption of Indonesian food only to the congregation, emphasizing to employees to master Arabic and facilitate courses in Arabic so that the communication link with the outside run smoothly, build relationships with one vendor bus so that the bus hired according to need transportation to the airport as a facility for the congregation, increasing the types of support equipment in the room cleanliness rituals PT. XYZ, increasing the number of hygiene in space manasik PT. XYZ, a program of weekly employee evaluations and training programs to employee communications.*

**Keywords : true customer needs, Quality Function Deployment, House of Quality, Part Deployment.**