

ABSTRACT

Indonesia Juara is one of the tour operators and holiday package providers with the Eastern part of Indonesia, especially Labuan Bajo area, East Nusa Tenggara. Indonesia Juara is always committed to maintain credibility through satisfactory service and always keep customer's trust. However, Indonesia Juara has not been able to provide the best quality for website services because it still found customer complaints regarding website services

This research aims to formulate recommendations increase of service quality website Indonesia Juara based on 11 true customer needs obtained from previous research about Customer Requirement Analysis of Indonesia Juara Service Website Using Integration of Electronic Service Quality and Kano Model. This research uses method of Quality Function Deployment (QFD) to translate customer requirement into service characteristic and take into consideration company capability. QFD done in two stages. The first stage QFD Iteration One (House of Quality) to identify true customer needs and determine priority technical characteristics. The second stage QFD Iteration Two (Part Deployment) to determine the critical part priority based on priority technical characteristics.

Based on QFD Iteration One, there 8 priority technical characteristics that must be continued to the next stage. Based on QFD Iteration Two, there 13 critical part priority for improvement of website service Indonesia Juara.

The formulation of recommendations is based on the results of data processing, analysis, brainstorming with the company and benchmarking against the company's competitors. Recommendations include the determination of font, security system, stage of ordering on the services, the addition of animation, navigation, layout, social media used, admin work time, types of features, access services application, type of payment transactions, time of payment transactions, and content on the website. All proposed recommendations have been verified by the Indonesia Juara and declared enabled to be realized.

Key Word: House of Quality, Indonesia Juara, Part Deployment, Quality Function Deployment (QFD)