ABSTRACT

This study aims to identify the quality of service by using Quality Function Deployment (QFD). The object of this research is UKM Jogja batik T-shirt which located on Jambon street Dsn. Baturan RT. 01 RW. 19 Trihanggo Sleman – Yogyakarta and the subject of this research is consumer of Jogja T-shirt. To improve the quality of service, we must know the need of consumers’ (voice of customer) first and discover the solution for all problems. This study used primary data obtained by means of questionnaires and interviews. The sampling technique used purposive sampling. The analysis tool used is the House of Quality (HOQ).

The result of this research deals with 27 attribute voice of customer and 19 response techniques. Through HOQ matrix, Provide training to new employees is one of response techniques that should be prioritized by Jogja T-shirt.

Key Words: Quality Function Deployment (QFD), House of Quality (HOQ) and Quality of Service