

Penerapan Metode *Quality Function Deployment* (QFD) Guna Meningkatkan Kualitas Pelayanan Jasa pada Koperasi Negeri XYZ

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ABSTRACT

This research aims to apply Quality Function Deployment (QFD) as a tool to improve the quality of services at the XYZ Civil Servant Cooperative. By using QFD analysis, this research will thoroughly identify the needs and preferences of cooperative members, especially in the context of the service process. The main focus of this research is integrating member voices in service design, with the hope that this contribution can significantly improve the quality of services in the cooperative. Through the application of the QFD method, this research seeks to design improvement strategies that suit the needs and expectations of members. The focus covers all stages, from the data collection process to the implementation of improvement strategies. Thus, it is hoped that the results of this research will provide valuable practical guidance for cooperative management in an effort to increase member satisfaction and operational efficiency. The importance of this research lies in the ability of the QFD method to identify customer needs and integrate them into every aspect of the organization. By involving all levels of the organization, this research seeks to create better responsiveness to member service needs. Key factors such as a careful data collection process, in-depth data analysis, effective implementation of improvement strategies, and presentation of examples of QFD implementation are the main focus in efforts to achieve meaningful results. By integrating the QFD method, it is hoped that the XYZ Civil Servant Cooperative can achieve a significant increase in service quality. It is hoped that this success will provide substantial benefits, both for cooperative management and members. This research not only creates an environment where members' needs and preferences are accommodated holistically, but also strengthens the cooperative's position as a responsive and quality service provider. Overall, this research makes a significant contribution in the context of cooperative management practices, by empowering member voices as an integral element in the continuous improvement process. Thus, it is hoped that this research will not only provide in-depth insight into the application of QFD in improving the quality of cooperative services, but also inspire concrete steps to strengthen relationships between cooperatives, management and members in order to achieve the goal of continuous service improvement.

Keywords: *QFD Method, Service Quality, Improvement Strategy*

ABSTRAK

Penelitian ini bertujuan menerapkan quality function deployment (QFD) sebagai alat untuk meningkatkan kualitas pelayanan jasa di koperasi pegawai negeri XYZ. Dengan menggunakan analisis QFD, penelitian ini akan secara menyeluruh mengidentifikasi kebutuhan dan preferensi anggota koperasi, terutama dalam konteks proses pelayanan. Fokus utama penelitian ini adalah mengintegrasikan suara anggota dalam perancangan pelayanan, dengan harapan kontribusi ini dapat secara signifikan meningkatkan kualitas layanan di koperasi tersebut. Melalui penerapan metode QFD, penelitian ini berupaya merancang strategi perbaikan yang sesuai dengan kebutuhan dan harapan anggota. Pusat perhatian mencakup semua tahapan, mulai dari proses pengumpulan data hingga implementasi strategi perbaikan. Dengan demikian, diharapkan hasil penelitian ini memberikan panduan praktis yang berharga bagi manajemen koperasi dalam upaya meningkatkan kepuasan anggota dan efisiensi operasional. Pentingnya penelitian ini terletak pada kemampuan metode QFD untuk mengidentifikasi kebutuhan pelanggan dan mengintegrasikannya ke dalam setiap aspek organisasi. Dengan melibatkan semua level organisasi, penelitian ini berupaya menciptakan responsivitas yang lebih baik terhadap kebutuhan layanan anggota. Faktor-faktor kunci seperti proses pengumpulan data yang cermat, analisis data yang mendalam, implementasi