

ABSTRACT

This study aimed to evaluate the quality of service of an online system Berinvestasi Benar (SiNar) PT Bahana TCW Investment Management. The study was conducted by distributing questionnaires to 96 respondents ie the customers who have used services online system is light . Quality Function Deployment (QFD) with the concept of quality home (house of quality) is used to get the design quality of the waitress that their customers expect .

The results of the analysis of the House of Quality (HOQ) knowable redesign expected service customers, is the Call Center is always in place (514.0), Readiness call centers help customers in making transactions (462.0), adding employees at the call center (447.0).

Key word: Quality Function Deployment (QFD), Service Quality, Online System SiNar



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ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi kualitas pelayanan sistem daring berinvestasi benar (SiNar) PT. Bahana TCW Investment Management . Penelitian dilakukan dengan menyebarkan kuisioner kepada 96 responden yaitu para nasabah yang telah menggunakan jasa pelayanan sistem daring sinar. Metode *Quality Function Deployment* (QFD) dengan konsep rumah kualitas (*house of quality*) digunakan untuk mendapatkan desain kualitas pelayan yang diharapkan pelanggan.

Hasil analisis *House of Quality* (HOQ) dapat diketahui desain ulang pelayanan yang diharapkan nasabah, adalah *Call Center* selalu ada di tempat (514.0), kesiapan *call center* membantu nasabah dalam melakukan transaksi (462.0), menambah karyawan di bagian *call center* (447.0),

Kata kunci : *Quality Function Deployment* (QFD), Kualitas Pelayanan, Sistem daring SiNar