

**PENERAPAN QUALITY FUNCTION DEPLOYMENT DALAM MEMILIH
PENGEMBANGAN FITUR PLATFORM BNI FINANCIAL SUPPLY CHAIN
MANAGEMENT**

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Penelitian ini dilakukan dengan cara mengetahui Voice of Customer terlebih dahulu sebagai bahan mentah membuat pertanyaan yang akan mengarah ke atribut produk atas persepsi dan ekspektasi pelanggan dalam layanan financial supply chain management di BNI. Pengguna layanan financial supply chain management tidak hanya nasabah Korporasi saja, namun hingga ke skala kecil seperti petani pada contohnya. Proses penelitian ini dilakukan dengan menyebarkan pertanyaan kuesioner ke beberapa daerah di pulau Jawa. Proses penelitian ini menggunakan metode Quality Function Deployment dengan melakukan proses pengolahan data validasi dan realible terlebih dahulu, kuesioner yang digunakan menggunakan skala 1-5 hingga agar para responden dapat memberikan nilai yang cukup akurat. Setelah melewati proses analisa, maka didapatkan bahwa responden menginginkan 17 atribut secara keseluruhan, namun hanya 10 saja yang menjadi prioritas utama pengembangan dikarenakan dalam penilaian bobot yang ada. Selain itu terdapat 7 buah respon teknis yang didapat dari tim produk pembuat financial supply chain management, hal ini akan membantu tim financial supply chain management fokus terhadap teknikal untuk pengembangan yang diinginkan oleh nasabah BNI.

Kata Kunci – BNIFSCM, *financial supply chain management*, metode QFD, pengembangan produk dan jasa perbankan

**APPLICATION OF DEPLOYMENT QUALITY FUNCTION
IN CHOOSING DEVELOPMENT FEATURES**

BNI FINANCIAL SUPPLY CHAIN MANAGEMENT PLATFORM

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This research was conducted by knowing Voice of Customer first as raw material to make questions that will lead to product attributes on the perceptions and expectations of customers in the financial supply chain management services at BNI. Users of financial supply chain management services are not only corporate clients, but also to small scale farmers, for example. The process of this research was carried out by distributing questionnaire questions to several regions in Java. The process of this research uses the Quality Function Deployment method by first doing the validation and reliable data processing, the questionnaire used uses a 1-5 scale so that the respondent can provide fairly accurate values. After passing the analysis process, it was found that the respondents wanted 17 attributes as a whole, but only 10 were the main priorities of development due to the assessment of the existing weight. In addition there are 7 technical responses obtained from the product team of financial supply chain management, this will help the financial supply chain management team focus on technical development desired by BNI customers

Keywords – **BNIFSCM**, financial supply chain management, QFD methods, product development and transactional banking services