

ABSTRACT

The government of Daerah Istimewa Yogyakarta has been implementing BRT program, Trans Jogja since 2008 by adopting “buy the service” system as a part of their commitment to provide an excellent quality of bus service. In practice, however, there still are complaints about the quality of its services. This indicates that the performance of Trans Jogja is still not able to meet the goals set. This study aims to help and provide recommendation for service quality improvement by identifying service attributes in accordance with customer needs and expectations. Quality Function Deployment using House of Quality (HOQ) can be one of the possible tools to improve service quality based on voice of the customer. This analysis reveals six out of twenty one service attributes which have the highest priorities for customers as well as six out of twenty three as the most important technical requirements.

Keywords: Quality, Quality Function Deployment, House of Quality, Trans jogja, Priority Action

INTISARI

Dalam rangka memberikan kemudahan akses dan mobilitas bagi masyarakat, pemerintah DIY menyelenggarakan program Trans Jogja. Penyelenggaran Trans Jogja menggunakan sistem *buy the service* yang merupakan bentuk komitmen pemerintah DIY dalam menyediakan layanan bus kota yang prima. Namun dalam pelaksanaannya, masih terdapat banyak keluhan mengenai kualitas layanan Trans Jogja saat ini. Hal ini menandakan bahwa kinerja Trans Jogja saat ini masih belum mampu memenuhi tujuan yang telah ditetapkan. Penelitian ini menggunakan pendekatan *Quality Function Deployment* untuk mengidentifikasi atribut-atribut layanan bus Trans Jogja sesuai kebutuhan pelanggan serta memberikan rekomendasi prioritas tindakan dalam proses peningkatan kualitas layanan Trans Jogja. Penelitian ini menemukan enam dari 21 atribut layanan yang memiliki nilai prioritas tertinggi bagi konsumen dan enam dari 26 persyaratan teknis yang paling baik dilakukan oleh UPTD Trans Jogja dalam proses peningkatan kualitas layanan Trans Jogja.

Kata kunci: Kualitas, *Quality Function Deployment*, *House of Quality*, Trans Jogja, Prioritas tindakan.