

ABSTRACT

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Implementation of Quality Function Deployment (QFD) through the House of Quality (HOQ) for PT's Learning Management System (LMS) Website Quality Improvement Plan. Handevane Trainer Partner (HTP).

Technological developments in the 21st century have triggered ecosystem transformation in various sectors, including education. The implementation of a Learning Management System (LMS) is a form of educational evolution by providing an efficient centralized learning system. Hendevane Training Partner (HTP), a training institution in Depok City, has adopted LMS as part of its services. Through the LMS website, participants can access various training materials, interact with mentors and fellow participants, and take exams online. Evaluation of the quality of LMS services is important to ensure participant satisfaction. The Quality Function Deployment (QFD) method is used to analyze and improve service quality, with a focus on understanding participant needs. The results of the QFD are then implemented through the House of Quality (HOQ) to determine improvement priorities. This research aims to apply QFD and HOQ in improving the quality of LMS services at HTP, with the hope of contributing to increasing participant satisfaction and developing the distance learning system as a whole. The research results have been able to determine improvement priorities as a plan to improve the service quality of the Hendevane Training Partner (HTP) Learning Management System (LMS) website so that it can be prepared more focused and efficient based on a comprehensive evaluation of user needs and preferences. The attribute "User interface with intuitive navigation" has the highest priority based on technical prioritization. Therefore, actions to improve the user interface with intuitive navigation will be a top priority in efforts to improve or optimize the LMS system.

Keywords: Quality Function Deployment, House of Quality.