

SUMMARY

Achmad Barkah Cahyadi, Department of Industrial Engineering, Brawijaya University, December 2013, Strategy Formulation Featured Services of Bus DAMRI Based on SWOT Analysis and Quality Function Deployment (QFD) (Perum DAMRI Case Study of Jakarta), Academic Supervisor: Sugiono, Remba Yanuar Efranto.

Passenger of DAMRI auto bus has decreased in the last three years. This situation needs to get the attention from the management. This decrease because by the competitor who provides similar services. To encounter this condition, Perum DAMRI must formulate a new strategy. The strategy formulation is expected to increase the number of passenger. The strategy formulation using the analysis of strength, weaknesses, opportunities, and threat, as know as SWOT and also QFD based on the voice of customer in the greater Jakarta area.

This study began with the dissemination of the questionnaire based on service quality. There are ten dimensions to measure quality that is reliability, responsiveness, competence, access, courtesy, communication, credibility, security, ability to understand customers, and physical evidence. Identification of gap between perception and expectation in the service quality. The results of gap analysis is used as the basis for House of Quality (HOQ). In this study, SWOT analysis also performed based on room 2 of HOQ and management brainstorming, the objective of SWOT analysis is to deliver a new strategy based on TOWS matrix which are strength-opportunities, weaknesses-opportunities, strength-threat, and weaknesses-threat.

The superior strategy was obtained by the technical response of HOQ and TOWS matrix. There are 17 superior strategy. This strategy has rank by the management based on the condition of the company. There are three strategies which chosen by the management. This strategies are promotion, network expansion, and increase the number of shelter bus at Soekarno Hatta airport and in strategic places.

Keywords : Service Quality, HOQ, SWOT, Strategy.