Analysis of the Costumer Satisfaction and Marketing Concept Establishment through Factor Analysis and Fuzzy Quality Function Deployment (Fuzzy QFD)
(Case Study of the passenger of International Airport Juanda Surabaya)

Name : Galih Oktavianto Rakasiwi
NRP : 1305100027
Department : Statistics ITS
Lecturer Advisor I : Ir. Arie Kismanto, M.Sc
Lecturer Advisor II : Dr. Bambang Widjanarko Otok, M.Si

Abstract

Pt Angkasa Pura I the executive of Juanda Airport must give service excellent and satisfy to the passenger. For the reason should make a service market strategy for fulfill necessaries and desire passenger by satisfy and importance service survey with competitor Soekarno-Hatta airport. Afterwards done Quality Function Deployment (QFD) use analysis factor and fuzzy number to put into value of communality factor and fuzzy number in House of Quality (HoQ). Result will receive by QFD with analysis factor and fuzzy number is different for final importance ratings and final technical ratings, the matter is verified by correlation Kendall’s Tau test. The conclusion of QFD is to know the priority of passenger necessaries and steps which must be taken to fulfill is they are : (1) employees skill increase (field worker) and the quality public facility of Juanda Airport also, both quality and condition. (2) Increase of addition facility quality can increase the fresness to passenger of airport.

Key words: Factor Analysis, Fuzzy Number, House of Quality, Quality Function Deployment (QFD)