

ABSTRAK

Kualitas produk dan jasa merupakan salah satu kunci sukses didalam persaingan bisnis kuliner. Grave coffee merupakan salah satu cafe yang berketempatan di wilayah Tambun Selatan, cafe grave coffee menawarkan berbagai macam minuman coffee dan makanan ringan. menu di cafe grvae coffee bervariasi sehingga membuat pelanggan tidak cepat bosan dengan pilihan menu yang di sediakan. cafe grave coffee juga menjual produk nya secara online dengan menggunakan aplikasi online shop dan sosial media. Adanya keinginan perusahaan untuk mengetahui tingkat kepuasan pelanggan terhadap kualitas pelayanan pada cafe grave coffee. Maka dari itu metode Quality Function Deployment digunakan sebagai implementasi solusi. Dari hasil penelitian yang dilakukan, didapatkan 10 atribut pelayanan yang menjadi prioritas konsumen terhadap cafe grave coffe berdasarkan tingkat ekspektasi / harapan terbesar ke terkecil adalah Memiliki ruangan yang nyaman (dimensi tangible), Perusahaan memberikan pelayanan tanpa melihat status maupun kedudukan konsumen (dimensi empathy) , Memiliki karyawan yang bersih dan rapih (tangible) , Ketersediaan fasilitas penunjang (toilet, wastafel, mushola, live musik, wifi, area parkir) (dimensi tangible) , Kemudahan dalam memesan (dimensi assurance) , Karyawan mengutamakan kepentingan konsumen (dimensi empathy) , Kualitas rasa, makanan dan minuman yang konsisten (dimensi realibility) , Karyawan menguasai informasi produk (dimensi assurance) , Kemudahan dalam pembayaran (dimensi assurance) , Karyawan memberikan perhatian personal kepada pelanggan (ucapan selamat datang, terima kasih, dan maaf jika terjadi sesuatu hal (dimensi empathy). Berdasarkan hasil dari kekurangan dan keunggulan diketahui semua atribut layanan pada cafe grave coffee lebih unggul dibandingkan dengan cafe garis coffee.

Kata kunci : peningkatan kualitas, Quality Function Deployment

ABSTRACT

Product and service quality is one of the keys to success in the competitive culinary business. Grave Coffee is a cafe located in the South Tambun area. Grave Coffee Cafe offers various kinds of coffee drinks and snacks. The menu at the Grave coffee cafe is varied so that customers don't get bored quickly with the menu choices provided. Grave Coffee also sells its products online using online shopping applications and social media. The company wants to know the level of customer satisfaction with the quality of service at Grave Coffee Cafe. Therefore, the Quality Function Deployment method is used to implement the solution. From the results of the research carried out, it was found that 10 service attributes are priorities for consumers towards Grave Coffee based on the level of expectations/expectations from largest to smallest: Having a comfortable room (tangible dimension), the company providing services without looking at the status or position of the consumer (empathy dimension), Having employees who are clean and tidy (tangible), Availability of supporting facilities (toilets, sinks, prayer rooms, live music, wifi, parking area) (tangible dimension), Ease of ordering (assurance dimension), Employees prioritize consumer interests (empathy dimension), consistent quality of taste, food, and drinks (reliability dimension), Employees master product information (assurance dimension), ease of payment (assurance dimension), Employees provide personal attention to customers (greeting welcome, thank you, and sorry if something happens) (empathy dimension). Based on the results of the advantages and disadvantages, it is known that all service attributes at Grave Coffee cafes are superior to those at Line Coffee cafes.

Keywords : quality improvement, quality function deployment.