

ABSTRACT

Bober café has provided the products and services with best quality, but it can not guarantee if Bober Café can be spared from the impact of increasing of café's growth. The purpose of this research is to find out what attributes and how the weight of importance to customer as well as what a service can be proposed improvement to improve the quality of service in Bober Café. This research was made as an effort to improved the quality service of Bober Café by using Quality Function Deployment (QFD). This research is descriptive research with quantitative and qualitative approaches. Research conducted on customers Bober Café. Interviews were conducted to 5 speakers with a snowball sampling technique and dissemination questionnaire to 100 respondents. QFD analysis techniques used based on opinion of Cohen (1999) to determine the most desirable attributes and consumer needs (Voice of Customer) based on the five dimensions of service quality and technical response to answer the VoC. From the results of data collection and analysis are known 20 attributes VoC and 25 items technical response. The attributes that costumers needs is as well as a top priority for the enhanced service is a waitress who is ready to deliver the menu to the consumer table because it has the highest weight value. The results of the analysis of technical response clearly shows that the division of tasks is a top priority to do.

Key Word : Quality Function Deployment, Service of Quality