

ABSTRACT

Batagor 61 is one of many culinary business in Bandung. To win this competition, Batagor 61 should have some strategies to attract people to be their buyers, and it is by improving the quality of their service.

Based on the results of interviews conducted to 30 respondents, there are several factors that have not been maximized by Batagor 61 in serving its customers. Therefore, Batagor 61 needs an evaluation for the services that they're provided. Batagor 61 is not enough to just know the only customer satisfaction, but also need to know the weaknesses of its services.

The purpose of this study is to formulate the recommendations for the development of quality services on Batagor 61 in accordance with customer needs to enhance their customer satisfaction. The method that used in this research is Quality Function Deployment (QFD). This study identified 6 attributes of customer needs that measured its performance based on the level of interest and customer satisfaction.

Based on the results of performance measurement of 6 attributes needs compiled by ServQual Dimension, obtained 9 technical characteristics which are then processed into QFD. The results of QFD iteration are in the form of 4 technical characteristics obtained based on the ranking and the targets have not been met. Then, the 4 technical characteristics will serve as the basis for designing the concepts that is used as a basis for the formulation of the recommendations.

Keywords: Development of Quality Service, Quality Function Deployment, ServQual Dimension