

ABSTRACT

The offer of a service will be successful if it provides value and satisfaction to the target buyer. For customer-centered company, customer satisfaction is the marketing objectives and goals. Based on this background, any businesses in the service sector should give more attention to the quality of their services, this also applies to PT. Hyundai Mobil Indonesia car workshop in Bandung as an object in this study. Customer satisfaction becomes a necessary factor that determines the quality of a service so that the number of customer in the car workshop can continue to increase.

This study uses mixed method, researcher collects data through interviews with three interviewees and questionnaire to 80 respondents. The variable used in this study is service quality with five dimensions such as tangibles, empathy, reliability, responsiveness, and assurance. The tool used in this research is House of Quality which is one of the tools of the Quality Function Deployment (QFD). Through this research, it will be known how is the service quality of PT. HMI car workshop, Bandung using House of Quality, and to determine what services need to be maintained or improved to improve the quality of service in PT. HMI car workshop, Bandung.

Keyword: Service Quality, Quality Function Deployment, House of Quality.