

ABSTRACT

With the increased competition it will cause trouble to entrepreneurs especially in the culinary in improve and develop their business. One of the factors support to development and enhancement their business is the process of the service to the customers. Good service is one of the things that very important in culinary that customers the comfort he was in the area. So research on the quality of services needed to be done in an effort to improve the quality of services for the purpose of the increase in service quality to maintain consumers By because it was necessary investigation to scrutinize level the interests of consumers and performance services to Warkop DKI. Developing and improve the service quality of in Warkop DKI can be done by using the method quality fuction deployment (QFD). Quality Function Deployment methodology in the process of designing and developing a product or service that is able to integrate the voices of consumers into the design process.

That necessary steps in the development of quality of service in the culinary field is to identify the needs of consumers by conducting interviews. From the results of the interview it sounds affecting customer service. Then the next stage by distributing questionnaires to 50 visitors at Warkop DKI. At this stage of data processing, technical characteristics are obtained QFD stages. From the results obtained QFD process development based on the three priority targets have not been met. Of priority development can serve as the basis for formulating recommendations to improve the quality of customer service in Warkop DKI. Some final recommendations given in developing the quality of customer service that is SOP Warkop DKI Services, Floor Control, and Feedback.

Keywords : Quality Function Deployment, Service