

ABSTRACT

Restaurant Special Banjar Hj. Itas was established on October 10, 2016, initiated by Mrs. Hj Itas. Restaurant Special Banjar Hj. Itas in January 2019 until September 2019 it can be seen that there are several months of rising and falling revenues that do not meet the specified income target. Therefore, the Restaurant Special Banjar Hj. Itas should plan a new strategy to increase revenue to achieve the target that has been determined. Nowadays there are still many shortcomings that consumers feel about the service and facilities provided by Restaurant Special Banjar Hj. Itas. To address the problems of the service and facilities of Restaurant Special Banjar Hj. Itas, it is necessary to improve the quality of consumer services and facilities in order to compete and conduct markets. One method that can be used in product repair is the Quality Function Deployment (QFD) method. The QFD method is one of the techniques that can translate customer needs into product characteristics and consider the ability of Restaurant Special Banjar Hj. Itas to make it happen. This QFD method is chosen because it is based on the needs and desires of consumers who serve as quality measuring instruments to make repairs, so that the strategic steps resulting from this research will give more customer satisfaction. From the results of the study, can be identified there are 15 attributes that are the needs of consumers and the wishes of consumers related service and facilities in the Restaurant special Banjar Hj. Itas. From this attribute in identification there are 10 priority technical characteristics as well as there are 9 critical part priorities. The recommendation is to make a schedule to check facilities owned 3 times a day. Then the addition of 5 new types of products, and the timing of making and presenting products 10 minutes/activities and installation of facilities is not applied because it weighs the cost is large enough and saw a slow consumer turnover cycle.

Keywords : QFD, HOQ , VOC, Part Deployment