

ABSTRACT

This research discusses the design of a service blueprint at startup D'Cetak with the aim of increasing the effectiveness and efficiency of operational processes. Service blueprint is used as a tool to design and manage operational processes with a focus on customer experience. The steps in creating a service blueprint include identifying the process, mapping the process from the perspective of consumers and employees, and adding service facilities at each step of consumer activities. This research uses a qualitative method with a descriptive approach, involving startup D'Cetak in Bandung, West Java as the object of research, while consumers and customers who have transacted at D'Cetak as research subjects. The results showed that the implementation of the service blueprint at startup D'Cetak still has failure points based on the results of interviews with ten consumers and customers who have transacted at D'Cetak so that improvements need to be made at these points. The point of failure in the current D'Cetak service blueprint lies in "Discuss product, price, availability & delivery time" regarding the unavailability of design services, product details or catalogs and pricelists and in the "Chats with Contact Person" activity where customers feel that the contact person is less responsive. In addition, there are failure points in the physical evidence component, namely in "Instagram Account", "WA Business", "Product Description" where the available content is incomplete, there are no product details and pricelist. This research produces a service blueprint design that has been improved based on the results of interviews as well as a service blueprint design for web applications.

Keywords: Service Blueprint, Operational Process, Operational Efficiency, Customer Experience.