ABSTRACT

Competition in the restaurant business is getting tougher, making every restaurant vying to retain and satisfy their customers by providing the best service to every customer and provide value-added of the products or services being offered, so the customers are satisfied and remain loyal to the restaurant.

Restaurant X is one of the new players in the restaurant business in Surabaya and have never done the measurement of service quality based on the perception of the customer. The purpose of this study was to determine the level of customer satisfaction with the quality of service at restaurant X, so that top management can evaluate and measures the further improvement of quality service that can increase customer satisfaction. The method used to determine the quality of services provided is Service Quality (SERVQUAL) and Importance-Performance Analysis (IPA), Kano Model and Quality Function Deployment (QFD).

Based on the results, it can be concluded that there is a gap between the value of the performance and value expectations of service quality at Restaurant X. Attribute that has a value gap with the highest negative value of -1.14 lies in the variable responsiveness attributes waiters served swiftly and quickly. Based on the adjusted importance to customer value is known that the attributes that has the greatest value is a flexible transaction tool that makes you comfortable to perform transactions with a value of 15.93 and attributes waiters served swiftly and quickly with a value of 10.44. Based on the priority value is known that the technical response staff training has contributed the largest value that is equal to 37.1%. The second biggest contribution value is the provision of EDC machine with a value of 23.1%. Both of these technical response should be a top priority that must be done by the top management in an effort to improve service quality in order to improve customer satisfaction.

Keyword: Service Quality (Servqual), Model Kano, Quality Function Deployment (QFD).