INCREASING CUSTOMER SATISFACTION IN RESTAURANT BUSINESSES USING QUALITY FUNCTION DEPLOYMENT
(A CASE STUDY AT FUSION RESTAURANT SURABAYA)

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ABSTRACT

Competition between businesses is a common thing to be found, including restaurant businesses. To compete with its competitors, a lot of restaurants applied various strategies. Customer satisfaction is the purpose from these strategies.

One of the factors that affect customer satisfaction is services. Services are related to the treatment received by customer when dining at the particular restaurant. Making changes on this factor will affect customer satisfaction.

However, there are many changeable criteria that lie inside a factor. Making changes at a criterion will affect customer satisfaction. For instance, making changes in services can be done in various ways, such as increasing the number of employee, perform training on the employee and so on. Making changes on the insignificant criterion will have less impact in order to increasing customer satisfaction.

Each of the changeable criteria that affect customer satisfaction can be fulfilled by performing a particular technical response. Due to the large number of technical responses, restaurateur needs to know the priorities between these technical responses. By knowing the priorities, restaurateur can decide the order of performing these technical responses. Determining these priorities can be fulfilled by using the Quality Function Deployment (QFD) method.

After the research was conducted, the priority of technical responses that was found based on the House of Quality model respectively was to conduct a training, to make a standard for services and to replace the existing employee with a more experienced one. However, the latest technical response had greater number of disadvantages than its advantages. Therefore, replacing the existing employee with the more experienced one was not recommended to be done.

Keywords: customer satisfaction, factors that affect customer satisfaction, Quality Function Deployment
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