ABSTRACT

The “X” Restaurant is one of the western food restaurant which was established since 2008 in Surabaya Town Square. Decrease in the number of customers suffered by this restaurant, so that management wants to improve the quality in accordance with customer needs. To assist restaurant’s management in solving their problem, this research will be measuring customer needs and satisfactions and determining technical response priority using method of Quality Function Deployment (QFD).

Result of this research shows that the technical response of giving trainings to employees gives the highest contribution with 21.7 %, the technical response of adding the number of employees gives the second highest contribution with 15 %, and the technical response of running a cleanliness checklist gives the third highest value with 14 %. Restaurant X, therefore, can apply these 3 program priorities in order to satisfy the consumer needs with the contribution value of 50.7%.

Key words: Quality Function Deployment, QFD, quality improvement program