ABSTRACT

Cangkir Cafe Surabaya tries to be excellent in the competition of the amusement areas in Surabaya by increasing consumers’ satisfaction with the service they obtain. Therefore, we necessarily conduct a research in order that the CANGKIR CAFE SURABAYA knows the voice of consumers by finding out the shortcoming and the excellence of their products relative to those of the existing competitors.

To analyse the consumers’ satisfaction with the quality of service provided by CANGKIR CAFE SURABAYA, we use the Quality Function Deployment (QFD), in order to provide a recommendation of the improvement plan to increase the consumer satisfaction. Of the results of data processing, we get 25 variables of service that can be used to measure the service quality of the amusement areas in surabaya. After conducting the making process of the quality house in the QFD method, we get 17 technical responses of the service quality that constitute the target of the improvement priority of the Cangkir Cafe Surabaya that also has a lower level of technical response than that of its competitors.

The service strategy of CANGKIR CAFE SURABAYA is by improving the service quality of the 17 technical responses of the service quality that constitute the priority targets of improvement by referring to the theme group established before. There are 7 groups of theme that should be taken care of by CANGKIR CAFE SURABAYA in increasing its service quality in general, they are the Theme groups of “interior”, Cafe location, Band materials, foods and beverages / drinks, Events, sound system, and finally the supporting facility with each of its explanation.

Keywords: Service Quality, QFD, Technical response, Priority target.