ABSTRACTION

Due to highly competitive restaurant business urges some producers to gain good quality of product and service as be the best in the area of market. Characteristic of product is not primary standard of consumer satisfaction, but it is determined by a perfect service for satisfying consumers. Thus, Kentucky Fried Chicken (KFC) as one of the famous restaurant should do the best performance to improve it’s service. One way that could take innovative measurements about characteristic of product and its service as well toward consumers. This last assignment tends to discuss on less quality of KFC service toward consumers and unfriendly employees that it causes consumers feel unsatisfaction. Therefore, it should be taken seriously step to treat well relating to quality of both product and service, also search constructive ideas on urgent attributes for consumers.

By the Methodology of Quality Function Deployment (QFD), we will come to know that some attributes of KFC service at Jembatan Merah Plaza (JMP) should be improved as soon as possible in accordance with it’s raw weight level. Among the factors which led to improvement are: preparing bath room and toilet, cleanliness of all infrastructures, providing a special place for party, peaceful protective, offering discount, and satisfied service toward consumers.

Some factors in accordance with planing of design, characteristic of technical response as a priority or main focus to increase the quality of service can be measured by KFC manager, they are: choosing the employees and traning them strictly, adding on woman staff, showing the attractive promotion, preparing trash bin and ashtray, maintaining cleanliness, keeping a good management, widening of area, giving voucher and adding on cashier.