

ABSTRACT

Yummy is the Small and Medium Enterprises (SMEs) that are in front of Telkom Applied Science School. Yummy sell products such as snacks such as potato, nuggets, sausages, brains are sprinkled with flavors such as Balado, barbeque, pizza, and spicy. At this time Yummy has decrease of quality. Look at the average of Yummy's customer in 6 months and the number of customer complaints about service quality against 20 respondents.

This study aims to provide a proposed improvement to the quality of business services Yummy using QFD method, in order to get a great added value and to improve the quality of services Yummy. In this study, obtained 19 attributes needed based on the dimensions of SERVQUAL which consists of five are tangibles, reliability, responsiveness, assurance, and empathy.

The results obtained from this study is that there are 16 attributes Yummy needs that have poor performance compared with competitors that Rege-rege. Of the 16 attributes of these needs be the focus of improvement quality of service Yummy. The requirement that each attribute has a competitive advantage from competitors.

Keyword : QFD, competitors, UKM, SERVQUAL