

ABSTRACT

Yellow Truck Café was one business in the culinary moves in creative industries. Since 2012 Yellow Truck Café offers a café with products for coffee lovers. Yellow Truck Café continues to grow by opening several branches both in Bandung city to get out of the city. However, the high competition in the creative industry especially culinary makes Yellow Truck café must make an evaluation or improvement of Yellow Truck Café performance. The high competition make one branch of a Yellow Truck Café is closed, this indicates the service quality of products or services offered by a Yellow Truck Café is not good. So Yellow Truck Café have to do development to improve the quality of the products and services offered.

This research aims to provide recommendations and improve the quality of products and services at Yellow Truck Café. Quality Function Deployment (QFD) is one method in the development and design process that is able to integrate Voice of Customer into a design. True Customer Needs become the basis and initial stage of the Quality Function Deployment (QFD) method. Technical characteristics that will be developed into several selected concepts and concepts will be processed to be developed in the section.

Recommendations made to improve the quality of products and services are sixteen points and three of them are adding and providing game storage facilities, adding and providing location of game storage facilities, adding and providing display for game storage.

Keyword : Yellow Truck Café, QFD, HoQ, Part Deployment.