

## ABSTRACT

Micro, Small and Medium Enterprises (UMKM) are part of the industrial sector which is one of the economic growth areas for both the local and regional levels. UMKM play a role in contributing to the growth of gross national product. Industry in Indonesia, especially the culinary industry where this industry really makes a big contribution. One of these SMEs is Eat Sans. Eat Sans is one of UMKM in Cirebon which is engaged in the culinary field, namely Rice Bowl which was founded in 2019. Eat Sans has a shop with an address at Jl. Evacuation No. 52, Harjamukti District, Cirebon, West Java, Indonesia. As well as selling through online platforms, namely Shopee Food, Grab Food, and Go Food.

This research aims to design an increase in the quality of Eat Sans services based on true customer from the results of a literature study. This study uses the Quality Function Development (QFD) method. The purpose of this QFD method is to translate customer needs into service technical characteristics by considering Eat Sans capabilities.

At the first iteration QFD stage, 16 technical characteristics were obtained which were prioritized to become a reference for the second iteration QFD stage. In the second iteration of the QFD stage, 16 critical parts were obtained which were prioritized. This critical part will be a priority for planning to improve the quality of service owned by Eat Sans.

Preparation of draft recommendations based on data processing, obtained from analysis, brainstorming with Eat Sans, and benchmarking with competitors. The recommendations proposed for improving the quality of Eat Sans services are, providing training through video tutorials, establishing standard work steps which are then visualized through posters, providing direction regarding service standardization, adding three units of supporting facilities (toilet, sink and fan), collaborate or ask for permission from the local parking provider to use it as a temporary parking space, rent empty land that can be used as a parking space, provide self-service services, provide queue numbers to all customers, purchase information boards with a size of 2400 cm<sup>2</sup>, determine cooking recipes so that the taste is maintained, adding six new menus (beef teriyaki, spicy beef, chicken katsu

mayo, crispy dory, flour shrimp, and flour squid), establishing cooperation with suppliers so that stock is available, setting minimum standards for raw materials as a form of maintaining quality of raw materials and using the freezer as a medium to maintain the quality of the ingredients, setting the serving process time as a benchmark and preparing all the ingredients ready to reduce serving time, setting cleanliness standards then visualizing them through posters so that the waiters can easily understand, choosing a location that is easily accessible to pass through various vehicles. The draft recommendations at the end of this study were verified by Eat Sans and can be implemented with the hope of improving service quality at Eat Sans.

**Keywords: Eat Sans, QFD, Quality, House of Quality, True Customer Needs, Part Deployment,**