

ABSTRACT

The food and beverage industry is currently very profitable due to its good growth and high demand. This attracted many entrepreneurs to the industry, but also resulted in stiff competition. Resto Kita Karawang is an affordable family restaurant that is facing fluctuations in dine-in revenue between January 2022 to March 2023, mainly due to customer complaints regarding service.

To improve the quality of Resto Kita's services, research was conducted using the Quality Function Deployment (QFD) method. The QFD process involves two iterations, namely House of Quality and Part Deployment, as well as a Concept Development stage between the two. In the first iteration of QFD, five matrices are used to determine the technical characteristics that need to be improved. At the Concept Development stage, the concepts of efficiency, innovation and moderation were identified as improvement solutions. Concept selection is based on a decision matrix that considers certain criteria.

The result of concept selection is a combination concept, which is the basis for determining critical parts in the second stage of QFD, namely Part Deployment. There are 31 critical parts that are prioritized out of a total of 40 critical parts, including creating work instructions, staff competency standards, performance evaluation, customer feedback through feedback media, staff performance appraisal systems, rewarding systems, internal training, staff task distribution lists, external training, dining room cleanliness, briefing guidelines, parking layout, recruitment of parking attendants, work clothing standards, staff selection, and staff calling tools for customers.

The existence of this research can have a positive impact on improving the service and sales of Our Resto Restaurant so that it becomes a better restaurant than before, and can be used as a guide for owners in improving or improving restaurant services

Keywords: Restaurant, Service, Quality Function Deployment, Technical Characteristics, Critical Part