

## INTISARI

Banyaknya restoran *fastfood* yang bisa menjadi pilihan bagi masyarakat Yogyakarta mendorong pihak pengelola restoran untuk selalu meningkatkan kualitas sistem pelayanan mereka agar dapat menjangkau konsumen sebanyak-banyaknya. Kualitas Sistem Pelayanan tidak hanya diukur dari cara karyawan melayani setiap pelanggannya, tapi mencakup segala faktor yang menyertai proses *delivery* jasa utama restoran (menyediakan makan dan minuman), yaitu kualitas produk restoran, fasilitas, kebersihan, keamanan, dan sebagainya. Yang menjadi permasalahan kadang terdapat perbedaan antara ekspektasi pelanggan akan sistem Pelayanan dengan persepsi pengelola restoran, akibatnya pelanggan merasa tidak puas terhadap pelayanan yang diberikan. Untuk itu dalam tugas akhir ini peneliti mencoba menerapkan konsep *Quality Function Deployment* (QFD) pada sistem pelayanan restoran KFC, karena QFD memfokuskan melibatkan pelanggan dalam pengembangan produk yang dalam hal ini adalah Sistem Pelayanan, sehingga diharapkan setelah penerapan QFD, dapat dikembangkan suatu sistem pelayanan yang benar-benar sesuai dengan ekspektasi pelanggan.

Penelitian menggunakan data primer yang diperoleh dari pelanggan dan Manajemen restoran, sedangkan data sekunder yang diperoleh dari majalah, surat kabar, hasil penelitian, internet dan sebagainya. Metode sampling yang digunakan adalah *Convenience Sampling* sedangkan pengolahan data mengacu pada teknik analisa QFD dan penyusunan *House Of Quality*.

Hasil penelitian yang dilakukan di KFC Yogyakarta, menunjukkan bahwa pada dasarnya KFC maupun pesaingnya masing-masing memiliki kelebihan dan kekurangan dalam Sistem Pelayanan. Bagi KFC sendiri, masalah harga dan kebersihan mempunyai prioritas pertama untuk dilakukan perbaikan dan untuk memenuhi ekspektasi pelanggan dibutuhkan atribut teknis antara lain yang menjadi prioritas adalah *Quality Assurance*, *Training*, Penggunaan fasilitas yang memadai, Penetapan prosedur kebersihan, serta Pengaturan ruangan secara optimal.

Kata Kunci : Kualitas Sistem Pelayanan dan Kepuasan Pelanggan

## ABSTRACT

A great number of fast-food restaurants available for Yogyakarta community lead the restaurant managers to increase their service system qualities in such a way that they can capture consumers as many as possible. Service system qualities are not only measured by the way employee serve their customers, but also determined by other factors supporting the process of restaurant main service delivery (offering foods and beverages), including restaurant product quality, facilities, cleanliness, security and others. What appears to be the problem was the fact that there was sometime a discrepancy between customers' expectation for service system quality and the perception of restaurant managers. Consequently, the customers are dissatisfied with the delivered services. For this reason, in this study the researcher tried to apply the concept of Quality Function Deployment (QFD) to the service system of the KFC restaurants, because the QFD focuses on customer participation in product development, in this case, the Service System. It is expected, therefore, the application of QFD will lead to the development of Service System fulfilling the customer expectation.

The primary data of this study were collected from the customers and managers of the restaurants. Whereas, the secondary data were obtained from magazines, daily newspapers, research findings, Internet and other information sources. Convenience sampling technique was used in this study, while the data processing was referred to the QFD analysis technique and the arrangement of *House of Quality*.

The results of study showed that the KFC restaurants and their competitors in Yogyakarta had their own strengths and weaknesses in relation to Service System. For the KFC restaurants in particular, the price policies and cleanliness were the first priorities for improvement. In order to meet customers' expectation, technical attributes were needed, including Quality Assurance, Training, and the uses of adequate facilities, cleanliness procedure formulation, and optimal space arrangement.

**Key words:** *Service system quality and Customer satisfaction.*