

INTISARI

Choky Spaghetti merupakan restoran di Yogyakarta yang dikenal dengan menu steak dan pasta harga terjangkau. Berdiri sejak 2018, restoran ini telah memiliki lima cabang dan mendapatkan penilaian tinggi di aplikasi pemesanan online, termasuk status sebagai restoran “terlaris” serta *top* pencarian kategori *steak* dan *pasta*. Namun, cabang Jongke menunjukkan penilaian Google Review yang lebih rendah (4,5/5) dibanding cabang lain (rata-rata 4,8/5), dengan ulasan negatif umumnya berasal dari pengalaman *dine-in*. Penelitian ini bertujuan meningkatkan kualitas pelayanan di cabang Jongke dengan menggunakan model *DINESERV*, yang menilai kesenjangan antara harapan dan persepsi pelanggan berdasarkan 29 atribut dalam lima dimensi pelayanan. Data dianalisis menggunakan *Importance-Performance Analysis (IPA)* untuk memetakan atribut ke dalam empat kuadran berdasarkan tingkat kepentingan dan kinerja, serta pendekatan *Lean Service* untuk mengidentifikasi aktivitas pemborosan yang memengaruhi kualitas pelayanan. Metode yang digunakan adalah penelitian deskriptif berbasis studi kasus dengan pendekatan kuantitatif. Data dikumpulkan melalui kuesioner dan observasi. Hasil menunjukkan adanya *gap* rata-rata sebesar -0,297 (harapan: 4,231; persepsi: 3,934), yang menandakan pelayanan belum memenuhi ekspektasi pelanggan. *IPA* menunjukkan dua atribut perlu diperbaiki segera, sementara *Lean Service* mengungkap adanya aktivitas tidak bernilai tambah berupa *delay*. Solusi yang diusulkan mencakup: fokus pada *customer value activity*, digitalisasi pemesanan dan pembayaran melalui *QR code*, serta penyesuaian tata letak ruang di *outlet* baru.

Kata kunci: Choky Spaghetti, kualitas pelayanan, *DINESERV*, *Importance Performance Analysis*, *Lean Service*.

ABSTRACT

Choky Spaghetti is a restaurant in Yogyakarta known for its affordable steak and pasta. Established in 2018, it now operates five branches and has received high ratings on food delivery apps, being listed as a “best-selling” restaurant and a top search result in the steak and pasta category. However, the Jongke branch has a lower Google Review rating (4.5/5) compared to others (average 4.8/5), with most negative reviews coming from dine-in experiences. This study aims to improve the service quality at the Jongke branch using the DINESERV model, which measures the gap between customer expectations and perceptions across 29 service attributes categorized into five dimensions. The data is further analyzed using Importance-Performance Analysis to map attributes into four quadrants based on importance and performance, and the Lean Service approach is used to identify wasteful activities that affect service quality. A descriptive case study with a quantitative approach was employed. Data was collected through questionnaires and observations. The results show an average gap of -0.297 (expectation: 4.231; perception: 3.934), indicating that overall service has not yet met customer expectations. Importance-Performance Analysis identified two attributes that require immediate improvement, while Lean Service analysis revealed non-value-added activities in the form of delays. Recommended solutions include focusing on customer value activities, implementing digital ordering and payment through QR codes, and adjusting the layout of the new outlet space.

Keywords: Choky Spaghetti, service quality, DINESERV, Importance Performance Analysis, Lean Service.