

## INTISARI

Tujuan utama dari penelitian ini adalah mengidentifikasi prioritas kebutuhan konsumen Simply Homy Guest House. Identifikasi prioritas keinginan maupun kebutuhan konsumen tersebut ditunjang dengan identifikasi prioritas rencana PT. Sushantco Tria Jaya untuk memenuhi kebutuhan konsumen Simply Homy Guest House. Identifikasi prioritas kebutuhan konsumen Simply Homy Guest House dan prioritas rencana PT. Sushantco Tria Jaya untuk memenuhi kebutuhan konsumen Simply Homy Guest House dilaksanakan berdasarkan metode FQFD (*Fuzzy Quality Function Deployment*) untuk jasa kepariwisataan.

FQFD untuk jasa kepariwisataan sebagai upaya identifikasi prioritas kebutuhan konsumen Simply Homy Guest House dilaksanakan dengan metode studi eksploratif. Studi eksploratif dilaksanakan melalui pencarian literatur relevan dan wawancara. Pencarian literatur relevan dilaksanakan untuk melakukan identifikasi daftar kebutuhan konsumen dan rencana teknis perusahaan untuk memenuhi kebutuhan konsumen jasa penginapan. Wawancara dengan lima *top-manager* di PT. Sushantco Tria Jaya dilaksanakan untuk mengidentifikasi prioritas rencana PT. Sushantco Tria Jaya terhadap kebutuhan konsumen Simply Homy Guest House.

Hasil penelitian dari implementasi FQFD untuk jasa kepariwisataan terdiri dari delapan prioritas kebutuhan konsumen Simply Homy Guest House dan delapan prioritas rencana PT. Sushantco Tria Jaya untuk memenuhi kebutuhan konsumen Simply Homy Guest House. Urutan delapan prioritas kebutuhan konsumen Simply Homy Guest House adalah keinginan untuk membantu, pengendalian masalah, layanan cepat, profesionalitas, kesopanan, percaya diri, penampilan visual, dan peralatan modern. Urutan delapan prioritas rencana PT. Sushantco Tria Jaya untuk memenuhi kebutuhan konsumen Simply Homy Guest House adalah arsitektur, proses pembuatan makanan beserta minuman, kerjasama, *book calendar*, variasi menu makanan beserta minuman, harga makanan beserta minuman, sikap *butler*, dan keselamatan beserta keamanan.

Kata kunci : FQFD, QFD, *fuzzy*, *guest house*, studi eksploratif, kebutuhan konsumen, layanan, rencana teknis perusahaan.

## ABSTRACT

*The main purpose of this research is to identify the priority of Simply Homy Guest House's customer needs. Identifying the priority of Simply Homy Guest House's customer needs is supported along with identification of service designs (master plan by company to comply with the customer needs) by PT. Sushantco Tria Jaya. Identifying the priority of Simply Homy Guest House's customer needs and service designs by PT. Sushantco Tria Jaya were implemented based on FQFD (Fuzzy Quality Function Deployment) for tourism services.*

*FQFD for tourism services as a way of identifying Simply Homy Guest House's customer needs priority was implemented based on the exploratory study method. The exploratory study was conducted by looking for the relevant literature and interviewing. Looking for the relevant literature was conducted to identify customer needs and service designs to fulfill the customer needs. Interview with five top-managers at PT. Sushantco Tria Jaya were done to confirm service designs to meet Simply Homy Guest House's customer needs.*

*The research results of the implementing the FQFD for tourism services are consists of eight Simply Homy Guest House's customer needs priorities and eight service design priorities by PT. Sushantco Tria Jaya. The arrangement of eight Simply Homy Guest House's customer needs priorities are the willingness to help, problem handling, prompt service, professional image, courteous, confidence, visual appearance, and modern equipment. The arrangement of eight service design priorities by PT. Sushantco Tria Jaya are the architecture, the process of making food along with beverages, teamwork, book calendar, variations of the food menu along with the drinks, price of the food along with the drinks, the butler attitude, and the safety along with the security.*

**Keywords :** FQFD, QFD, fuzzy, guest house, exploratory study, customer needs, service, service designs.