

INTISARI

Saat ini, kafe memiliki prospek jangka panjang yang baik karena memiliki segmentasi pasar yang potensial dan besar di Indonesia. Untuk menghadapi sengitnya kompetisi, manajemen kafe perlu lebih responsif dalam mengetahui kebutuhan dari konsumen. Salah satu cara menghadapi persaingan tersebut melalui penawaran konsep kafe yang ramah lingkungan. Namun, bagian manajerial dari kafe *green services* belum memiliki suatu *tool* untuk melakukan *assessment* dari *green services* pada kafe dan masih didasari atas intuisi, pengalaman dari sekitar, serta relasi antar para pemilik layanan bisnis. Pada beberapa penelitian, analisis *Quality Function Deployment* pada bisnis kafe telah dilakukan. Namun, faktor lingkungan pada aspek pelayanan belum dimasukkan.

Penelitian ini berfokus pada pengembangan QFD sebagai *assessment tools* layanan kafe/restoran yang menerapkan aspek *green services*, melalui integrasi skala GRSERV pada bagian *Needs* dan *Life Cycle Assessment* pada bagian *Technical Response*. Integrasi dilakukan melalui 13 tahap: (1) Observasi dan Kajian Pustaka, (2) Perancangan Kerangka Kerja Integrasi *Quality Function Deployment*, (3) Perancangan *Standard Operational Procedure*, (4) Perancangan Instrumen Penelitian (*Needs*), (5) *Pilot Study* Kualitatif Penelitian, (6) *Pilot Study* Kuantitatif, (7) Pengolahan Data Utama, (8) *Technical Response*, (9) Analisis Integrasi *Quality Function Deployment* (QFD), (10) Penyusunan *Template Spreadsheet* Metode Integrasi QFD, (11) Uji Usabilitas, (12) Analisis Peningkatan Kualitas, (13) *Gap Analysis*

Hasil penelitian menunjukkan bahwa pengembangan metode integrasi QFD untuk layanan kafe/restoran dengan aspek ramah lingkungan dapat dilakukan. Model QFD dikembangkan dalam tiga *stage*, (1) *Service Planning*, (2) *Process Control*, (3) *Action Planning*. Integrasi dilakukan melalui adaptasi skala GRSERV yang telah ditranslasi dengan metode *back-translation* untuk bagian *needs*. *Technical Response* dipadukan dengan *Life Cycle Assessment* melalui integrasi empat *Life Cycle Stage* pada tahap *Service Planning* serta *Streamlined LCA* yang telah dimodifikasi pada tahapan *Action Planning*. Uji validitas menunjukkan hasil valid dengan menghilangkan dua item *needs* ($n = 28$; $r_s \text{ tabel} = 0.362$) yaitu item ke-6 ($r_s = 0.176$) dan 13 ($r_s = 0.225$). Uji reliabilitas menunjukkan hasil reliabel pada ketujuh variabel ($\text{Cronbach Alpha} \geq 0.6$). Pengujian metode diterapkan pada Kafe Antologi menghasilkan 18 *Action Plan* dengan urutan pertama “Tawaran menu produk musiman” ($\text{Relative Weight} = 12.77\%$). Analisis peningkatan dengan *Paired Sample T-Test* menunjukkan adanya peningkatan terhadap proyeksi penerapan *Action Plan* dan kondisi *existing* ($\text{Sig. 2 Tailed} < 0.05$). *Gap Analysis* dilakukan dengan GAP 5 dan menunjukkan penipisan *gap* melalui penerapan *Action Plan* dari hasil analisis metode integrasi QFD dengan nilai *Difference Gap* terbesar = 1.02.

Kata kunci: GRSERV, Hospitality Management, Life Cycle Assessment, Quality Function Deployment, Quality Management Tools, SERVQUAL.

ABSTRACT

Currently, cafe has good long-term prospects because they have a large and potential market segmentation in Indonesia. To overcome the fierce competition, café management needs to be more responsive in knowing the customer needs. One way to deal with this competition is through offering café concept that are environmentally friendly service aspects. However, some managements from green service cafes do not yet have the tools to assess green services at cafes and are still based on intuition, experience from around, and relationships between business service owners. In several studies, the analysis of Quality Function Deployment in the cafe business has been carried out. However, environmental factors in the aspect of service have not been included..

This study focuses on the development of QFD integration methods for cafe / restaurant services that implement green service aspects through integration with the GRSERV scale in the Needs section and Life Cycle Assessment in the Technical Response section. Integration is conducted in 13 steps: (1) Observation and Literature Review, (2) Designing the Framework for the Quality Functions Deployment, (3) Designing Standard Operational Procedures, (4) Designing Research Instruments (Needs), (5) Research Qualitative Pilot Study, (6) Quantitative Pilot Study, (7) Main Data Processing, (8) Technical Response, (9) Analysis of Integration Quality Deployment Functions (QFD), (10) Design of QFD Integration Methodology Spreadsheet Templates, (11) Usability Tests, (12) Quality Improvement Analysis, (13) Gap Analysis

The results of the study indicate the development of QFD integration methods for cafe / restaurant services with environmental friendly aspects can be implemented. The QFD model uses three stages, (1) Service Planning, (2) Process Control, (3) Action Planning. Integration is carried out through the adaptation of GRSERV scale that has been translated with a back-translation method for the needs section. Technical Responses are integrated with Life Cycle Assessment through the integration of four Life Cycle Stages on Service Planning and Streamlined LCA on Action Planning stage. Validity test shows valid results by eliminating two need ($n = 28$; r_s table = 0.362), namely the 6th item ($r_s = 0.176$) and 13 ($r_s = 0.225$). Reliability test showed reliable results on the seven variables (Cronbach Alpha ≥ 0.6). Testing methods applied to the Cafe Antology resulted in 18 Action Plans in the first order "Seasonal product menu offer" (Relative Weight = 12.77%). The improvement analysis with Paired Sample T-Test shows an increase in the Action Plan application projections and existing conditions (Sig.2 Tailed < 0.05). Gap analysis is done with GAP 5 and shows gap depletion through the implementation of the Action Plan from the analysis of QFD integration methods with the largest Difference Gap value = 1.02.

Kata kunci: *GRSERV, Hospitality Management, Life Cycle Assessment, Quality Function Deployment, Quality Management Tools, SERVQUAL.*