IMPROVEMENT OF SERVICE QUALITY BY INTEGRATING SERVQUAL AND QFD APPROACH IN SUTOYO SME

FINAL PROJECT

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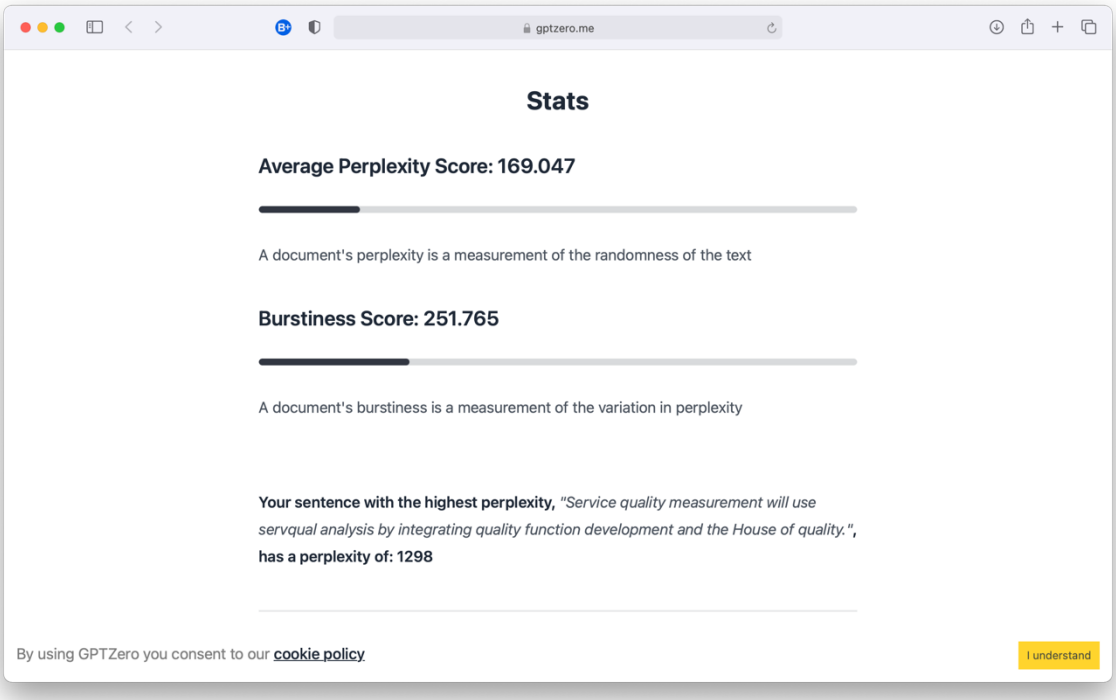
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ABSTRACT

Improving service quality is essential to retain existing customers and is one of the main keys to attracting new consumers. Sutoyo farm is an SME in Tumbreb village which is engaged in layer farming. In its recent development, a lot of complaints have occurred regarding the quality of services provided. On the other hand, the emergence of similar businesses threatened the sales. Therefore, it is necessary to improve the quality of service at these SMEs. This research measures the level of customer satisfaction by analyzing the current performance of service quality and finding effective ways to improve service quality. The method used in this research is SERVQUAL analysis by integrating with the Quality Function Deployment (QFD) method. Through SERVQUAL, service attributes are obtained that need to be prioritized for improvement, while QFD is used to find a proposed response. The attributes that become priority attributes are employees dressed neatly (-2.07), egg delivery is always on time (-1.79) complete office facilities (-1.4), complete cage facilities (-1.32), employees master product information (-1.23), with a satisfaction level of 75.84%. Through QFD, technical responses are carried out in the form of conducting dress ethics training, training in chicken farming, adding UV and blower fan facilities, adding office facilities, toilets and parking lots.

Keyword: Service quality, SME, Servqual Analysis, Customer Satisfaction, Customer Expectation, Quality dimension, Quality Function Deployment (QFD).

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SME	:	Small and medium sized enterprise is a productive business owned by individuals or groups with certain annual net income in accordance with Law no 20 of 2008.
MIS	:	The average value of importance or customer expectations of the product/service
MSS	:	The average satisfaction value or performance value that customers get
CSI	:	Value or percentage of customer satisfaction.