

ABSTRACT

Bakso Rusuk Solo is a restaurant that sells a variety of meatballs with it's specialty on the meatballs with ribs. Bakso Rusuk Solo was founded by Sardomo in 2006. This restaurant has four outlets spread across East Jakarta and Bekasi. The food business is a business that is growing rapidly and the growth of it competitors is unbelievable. In addition, the restaurant business also has to think about the service quality, because if the costumers are disappointed it will bring huge disadvantage for the restaurant. Bakso Rusuk Solo in the last six quarters have experienced a significant decrease in turnover and the increase in the turnover has not been able to cover the decline that occurred. The decrease of the turnover can be caused by the quality of services that need to be improved. Service quality improvements is also beneficial for restaurants to be able to know about costumer expectations and desires. This research aims to analyze the priority requirements of Bakso Rusuk Solo service quality which are grouped in five quality dimensions of DINESERV measurement (tangibles, assurance, reliability, responsiveness and empathy).

The number of samples in this research was chosen by purposive sampling technique and collected through questionnaire techniques. This research involved 96 respondents who are Bakso Rusuk Solo costumers. This research also involves the assessment of the owner of Bakso Rusuk Solo to strengthen the appraisal of its customers. The priority of customer's requirements is analyzed using the Importance-Performance Analysis (IPA) method and Quality Function Deployment (QFD).

The results of this research are discovered that "rest rooms that are thoroughly clean" is the customer's requirement attribute that has the highest priority based on IPA and QFD analysis (with a raw weight normalized value of 5.34%). While the attribute "Smile, compliments, greeting" is the company's technical characteristic that has the highest priority (with a value of relative weights of 12.76%).

Keywords: Restautant, Bakso Rusuk Solo, Service Quality, 5 Quality Dimensions of SERVQUAL, Quality Function Deploment, QFD.