

INTISARI

Dalam rangka melakukan peningkatan kualitas layanan di UD Garuda Motor Jajag, dilakukan kajian dengan mengimplementasikan *Quality Function Deployment* (QFD). Tujuan dari implementasi *Quality Function Deployment* (QFD) ialah untuk mendapatkan *Voice of Customer*, Prioritas Tindakan Respon Teknis, serta menghasilkan usulan strategi yang sebaiknya diambil oleh perusahaan untuk meningkatkan kualitas layanan.

Berdasarkan kajian yang dilakukan menggunakan metode *Quality Function Deployment* (QFD) yang diterapkan terhadap *service quality*, terdapat lima dimensi kualitas layanan yang digunakan (*tangible, assurance, reliability, responsiveness, dan empathy*) dan didapatkan usulan tindakan respon teknis yang dilakukan perusahaan (mengganti peralatan bengkel yang usang dan mengadaptasi peralatan baru, membuka cabang baru yang lebih strategis, menerapkan SOP yang telah dibuat, membuat sistem antrian dengan angka, *training problem solving* dan penjelasan F.A.Q terhadap karyawan, melakukan sewa jasa *software developer*, memberlakukan sistem waktu tunggu maksimum, peningkatan komunikasi antar departemen penjualan dengan departemen lain, diberlakukan *meeting* tambahan bagi karyawan, dan penanaman visi dan misi perusahaan). Dari perhitungan, dapat diketahui bahwa semua respon teknis dari perusahaan belum maksimum dan perlu ditingkatkan lagi, guna meningkatkan kualitas layanan yang ada di UD Garuda Motor Jajag.

Kata Kunci: *Voice of Customer, Quality Function Deployment, Service Quality.*

ABSTRACT

In order to upgrade the quality of services in UD Garuda Motor Jajag, the research done by implementing Quality Function Deployment (QFD). The purpose of Quality Function Deployment (QFD) implementation is to get the Voice of Customer, Technical Response Actions Priority, as well as strategies that resulted in the proposal should be taken by the company to improve service quality.

Based on research conducted using the method Quality Function Deployment (QFD) which implemented to service quality, occurred five dimension of service quality (tangible, assurance, reliability, responsiveness, and empathy) and concluded technical response actions (replace workshop obsolete tools and adapt new tools, open new more strategic business branch, implement already made SOP, create new queue system using numbers, conduct training problem solving and FAQ explanation to employees, hire software developer, imposing maximum waiting time, increase communication of sales department and other department, hold additional meeting for employees, and implementation of company vision and mission). From the calculations, can be seen that all the technical response from the company haven't met the desired value and needs to be improved, in order to improve service quality in UD Garuda Motor Jajag.

Key Word: Voice of Customer, Quality Function Deployment, Service Quality.