

ABSTRAK

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Program Studi : Teknik Industri

Judul : **Meningkatkan Kepuasan Pelanggan Terhadap Pelayanan Departemen Quality Control dengan Metode *Service Quality* (Servqual) dan *Quality Function Deployment* (QFD) di PT XYZ**

ABSTRAK

Departemen *Quality Control* mempunyai peranan yang sangat penting dalam sebuah perusahaan, karena Departemen *Quality Control* menentukan apakah kualitas produk yang dihasilkan baik atau tidak. Selain itu Departemen *Quality Control* memiliki tugas untuk membantu jalannya produksi sehingga selalu berinteraksi dengan Departemen lain. Oleh karena itu peningkatan kualitas pelayanan perlu dilakukan agar dapat memuaskan pelanggan internal Departemen *Quality Control*. Salah satu faktor yang menentukan kepuasan pelanggan adalah persepsi pelanggan mengenai kualitas pelayanan yang berfokus pada lima dimensi kualitas jasa yaitu *Tangibles*, *Reliability*, *Responsivness*, *Assurance*, dan *Empthy*. Untuk meningkatkan kualitas pelayanan pelanggan, diperlukan metode untuk menganalisis kualitas pelayanan yang diberikan. Dalam hal ini akan mengkombinasikan antara Metode *Quality Function Deployment* (QFD) yang menggunakan model *House of Quality* dan Metode *Service Quality* (Servqual). Berdasarkan hasil perhitungan (HOQ) *House of Quality*, dari 22 atribut valid, Terdapat 5 atribut pelayanan yang menjadi prioritas dilihat dari tingkat kepentingan berdasarkan nilai *Normalized Row Weight*, 1. Tidak ada kesalahan dalam pembuatan laporan hasil analisa dengan *Normalized Row Weight* 0.22 %, 2. Analisa dilakukan tepat waktu dengan *Normalized Row Weight* 0.22 %, 3. Rilis produk tepat waktu dengan *Normalized Row Weight* 0.21 %, 4. Ruang tunggu Departemen *Quality Control* yang bersih dan nyaman dengan *Normalized Row Weight* 0.17 %, 5. Proses pelayanan permintaan pelanggan yang mudah dengan *Normalized Row Weight* 0.17 %.

Kata Kunci : Departemen *Quality Control*, Kepuasan pelanggan, Kualitas pelayanan, *Quality Function Deployment* (QFD), *Service Quality* (Servqual)

ABSTRACT

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Study Program : Industrial Engineering

Title : **Increasing Customer Satisfaction with Service Quality**

Control Department with Service Quality (Servqual) and Quality Function

Deployment (QFD) methods at PT XYZ

ABSTRACT

The Quality Control Department has a very important role in a company, because the Quality Control Department determines whether the quality of the product produced is good or not. In addition, the Quality Control Department has a duty to assist the production process so that it always interacts with other Departments. Therefore improving the quality of service needs to be done in order to satisfy the internal customers of the Quality Control Department. One factor that determines customer satisfaction is customer perception of service quality that focuses on five dimensions of service quality, namely Tangibles, Reliability, Responsivness, Assurance, and Emphy. To improve the quality of customer service, methods are needed to analyze the quality of services provided. In this case it will combine the Quality Function Deployment (QFD) method which uses the House of Quality model and the Service Quality (Servqual) method. Based on the results of calculations (HOQ) of the House of Quality, of 22 valid attributes, There are 5 service attributes that are prioritized seen from the level of importance based on the value of Normalized Row Weight, 1. There is no error in making reports on the results of analysis with Normalized Row Weight 0.22%, 2 Analysis carried out on time with Normalized Row Weight 0.22%, 3. Release of products on time with Normalized Row Weight 0.21%, 4. The waiting room Quality Control Department is clean and comfortable with Normalized Row Weight 0.17%, 5. The service process of customer requests that easily with Normalized Row Weight 0.17%.

Keywords: Quality Control Department, Customer Satisfaction, Service Quality, Quality Function Deployment (QFD), Service Quality (Servqual)