

Peningkatan Kepuasan Pelayanan Terhadap Kualitas Pelayanan The Hillâ€™s Dining Restaurant menggunakan Pendekatan Service Quality dan Six Sigma

FERI NUR CAHYO

*Program Studi Teknik Industri - S1, Fakultas Teknik,
Universitas Dian Nuswantoro Semarang
URL : <http://dinus.ac.id/>
Email : 512201100490@mhs.dinus.ac.id*

ABSTRAK

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Persaingan bisnis yang semakin ketat mengharuskan setiap pemilik usaha untuk mempersiapkan diri guna bersaing mempertahankan eksistensinya dalam dunia bisnis. Salah satu industri jasa di Indonesia yang bergerak di bidang jasa, khususnya penyedia jasa pelayanan makanan dan minuman adalah The Hillâ€™s Dining Restaurant yang berada di area perumahan Bukit Sari tepatnya di Jl. Bukit Baladewa No.24, Royal Park Semarang. Penelitian yang dilakukan menggunakan pendekatan service quality yang dikombinasikan dengan pendekatan six sigma. Pendekatan service quality digunakan untuk mengetahui sejauh mana kepuasan konsumen terhadap kualitas pelayanan The Hillâ€™s Dining Restaurant, dengan mengukur kesenjangan (gap) yang terjadi antara kepuasan (kinerja) konsumen dengan kepentingan (harapan) konsumen. Dimensi kualitas pelayanan yang digunakan yaitu : Bukti Fisik (tangibles), Keandalan (reliability), Daya Tanggap (responsiveness), Jaminan (assurance) dan Empati (empathy). Berdasarkan pendekatan service quality dan six sigma menunjukkan bahwa kesenjangan (gap) dan tingkat kapabilitas sigma atribut dimensi kualitas pelayanan masih terdapat ada yang dibawah rata-rata yaitu $< -0,69$ untuk kesenjangan (gap) dan $< 2,17$ untuk kapabilitas sigma, sehingga perlu dilakukan perbaikan pada atribut dimensi kualitas pelayanan tersebut. Atribut dimensi kualitas pelayanan yang menjadi prioritas perbaikan yaitu Atribut Emphaty 2 kesenjangan (gap)(-1,33) kapabilitas sigma (1,82), Atribut Tangible 5 kesenjangan (gap)(-1,23) kapabilitas sigma (1,82), Atribut Assurance 6 kesenjangan (gap)(-1,23) kapabilitas sigma (1,85), Atribut Tangible 2 kesenjangan (gap)(-1,33) kapabilitas sigma (1,88), Atribut Responsivenes 5 kesenjangan (gap)(-1,30) kapabilitas sigma (1,89), Atribut Assurance 5 kesenjangan (gap)(-0,86) kapabilitas sigma (2,14) dan Atribut Emphaty 4 kesenjangan (gap)(-0,73) kapabilitas sigma (2,14). Berdasarkan pengukuran atribut dimensi kualitas pelayanan tersebut maka diperlukan perbaikan atau penanganan lebih lanjut guna meningkatkan kepuasan konsumen

Kata Kunci : Kesenjangan (gap), Kapabilitas Sigma, Dimensi Kualitas Pelayanan, Service Quality dan Six Sigma.

Improved Client Service Satisfaction Service Quality The Hill`s Dining Restaurant using Approach Service Quality and Six Sigma

FERI NUR CAHYO

*Program Studi Teknik Industri - S1, Fakultas Teknik,
Universitas Dian Nuswantoro Semarang
URL : <http://dinus.ac.id/>
Email : 512201100490@mhs.dinus.ac.id*

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Business competition that increasingly requires business owners to prepare them selves to defend their existence competing in the business world. One of the service industry in Indonesia are engaged in services, particularly service providers of food and beverage service is The Hill`s Dining Restaurant located in a residential area of Bukit Sari, exactly on JL. Bukit Balarama No. 24, Royal Park. Research conducted using the service quality approach combined with six sigma approach. Service quality approach used to know the extent to which the satisfaction of consumers on the quality of services The Hill`s Dining Restaurant, by measuring the gap which happened between satisfaction (performance) consumers with the hope of consumer. The dimensions of quality of services tangibles, reliability, responsiveness, assurance and empathy. Service approach based on quality and six sigma show that the gap and the level of capability sigma achieved is still below average, so as to be done improvements in the attribute of the dimensions of service quality that shows the gap and the level of capability sigma below average. The attribute of the dimensions of service quality is an attribute the improvement of priority empathy 2 gap (-1,33) sigma capabilities (1,82), the attribute of tangible 5 gap(-1,23) sigma capabilities(1.82), an attribute assurance 6 gap (-1,23) sigma capabilities (1,85), an attribute tangible 2 gap (-1,33) sigma capabilities (1,88), an attribute responsiveness 5 gap (-1,30) sigma capabilities(1,89), the attribute of assurance 5 gap (-0,86) sigma capabilities (2,14), the attribute of empathy 4 gap(-0,73) sigma capabilities (2,14). Based on the measurement of an attribute of the dimensions of the service quality and necessary repairs or handling of further to enhance customer satisfaction.

Keyword : Gap, Sigma Capability, the dimensions of service quality, Service Quality and Six Sigma.