

ABSTRAK

Perkembangan kepariwisataan di Indonesia sekarang ini cukup pesat. Dengan meningkatnya jumlah perjalanan wisata, maka akan meningkatkan permintaan barang dan jasa pariwisata, salah satunya usaha restoran. bagaimanapun, untuk dapat mengembangkan kegiatan pariwisata, diperlukan jumlah restoran yang kuantitas dan kualitasnya dapat diandalkan dalam melayani wisatawan. Krisis kesehatan dan perlambatan ekonomi selama pandemi Covid-19 menyebabkan banyak sektor usaha terpuruk. Namun, beberapa industri, seperti industri makanan dan minuman masih punya daya tahan di tengah lesunya daya beli masyarakat.

Penelitian ini bertujuan untuk menganalisis kinerja restoran yang berlokasi di Jakarta dari segi kepuasan pelanggan terhadap kualitas jasa. Metode yang digunakan adalah *Importance-Performance Analysis* dan *Quality Function Deployment*. Dilakukan untuk menentukan status indikator yang terkait dengan kualitas jasa. Hal ini untuk memberikan masukan kepada manajemen dalam mengambil tindakan strategis. Jumlah sampel adalah 114 responden. Setelah dilakukan penelitian didapatkan faktor-faktor prioritas respon teknis yang harus dilakukan. Indikator yang menjadi fokus perbaikan pada penelitian ini yaitu pada dimensi *Reliability* (adanya sistem reservasi) dan *Assurance* (kemampuan karyawan cepat dalam melakukan pelayanan, adanya kompensasi jika terjadi kesalahan dari pihak restoran dan mewajibkan karyawan melaksanakan PROKES). Selanjutnya hasil dari *House of Quality* diantaranya melakukan pelatihan terhadap karyawan dan membuat standar pelayanan.

Kata Kunci: *Servqual, Importance Performance Analysis* dan *Quality Function Deployment*.

ABSTRACT

The development of tourism in Indonesia is currently quite rapid. With the increasing number of tourist trips, it will increase the demand for tourism goods and services, one of which is the restaurant business. on the other hand, to be able to develop tourism activities, it is necessary to have a number of restaurants whose quantity and quality can be relied on in serving tourists. The health crisis and the economic slowdown during the Covid-19 pandemic caused many business sectors to slump. However, several industries, such as the food and beverage industry, still have resilience in the midst of sluggish public purchasing power.

This study aims to analyze the performance of restaurants located in Jakarta in terms of customer satisfaction with service quality. The methods used are Importance-Performance Analysis and Quality Function Deployment. Conducted to determine the status of indicators related to service quality. This is to provide input to management in taking strategic actions. The number of samples is 114 respondents. After doing the research, it was found that the priority factors of the technical response must be carried out. The indicators that are the focus of improvement in this research are the dimensions of Reliability (the existence of a reservation system) and Assurance (the ability of employees to quickly provide service, compensation if an error occurs from the restaurant and requires employees to carry out PROKES). Furthermore, the results of the House of Quality include training employees and making service standards.

Keywords: *Servqual, Importance Performance Analysis and Quality Function Deployment.*