

SERVICE QUALITY MEASUREMENT AND IMPROVEMENT IN COFFEE & DRAMA COFFEE SHOP

A THESIS

Submitted in Partial Fulfillment of the Requirement for the Bachelor Degree of
Engineering in Industrial Engineering



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IDENTIFICATION PAGE
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I certify that the research entitled "Service Quality Measurment and Improvement In Coffee & Drama Coffee Shop" in this thesis has not already been submitted for any other degree.

I certify that to the best of my knowledge and belief, this thesis which I wrote does not contain the works of parts of the works of other people, except those cited in the quotations and bibliography, as a scientific paper should.

In addition, I certify that I understand and abide the rule stated by the Ministry of Education and Culture of The Republic of Indonesia, subject to the provisions of Peraturan Menteri Pendidikan Nasional Republik Indonesia Nomor 17 Tahun 2010 tentang Pencegahan dan Penanggulangan Plagiat di Perguruan Tinggi.

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ABSTRACT

In this modern business era, Continuous Improvement are required in order to survive among the competitor and keep the customer satisfaction is high as possible, especially to service industry. In order to do continuous improvement, the service industry need to know their current performance or the quality of their service to the customer. One of the way to know their performance by implementing service quality measurement. This research with the title of Service Quality Measurement and Improvement was conducted in food & beverages industry, Coffee & Drama coffee shop. Service Quality Measurement are required in order to know the current performance, evaluate the performance and give propose possible improvement to Coffee & Drama coffee shop.

The methodology used in this research was using Servqual Method GAP 5 by evaluate mean gap between customer perception and customer expectation with contain of 5 dimentions (Tangible, Reliability, Responsiveness, Assurance, and Emphaty). Preliminary research was conducted in order to construct the main service quality questionnaire that contain of the attributes based on customer feedback. After that, service quality measurement was conducted and based on analysis, it generate there are 5 highest GAP: T5 (Location or table and chair arrangement), T7 (Parking Area of Coffee & Drama that wide and easy to parked), T6 (Comfortness & Cleanliness of Coffee & Drama), T4 (Tools that Coffee & Drama provide is looks modern), and T8 (Coolness inside of Coffee & Drama). Propose possible improvement on each attribute was given based on fishbone diagram analysis in order to increasing the customer satisfaction.

Keywords: Service, Industry, Servqual, Fishbone, Gap5

