SERVICE DESIGN IN "WAROENK AYOMASS" FOR IMPROVING CUSTOMER SATISFACTION

A THESIS

Submitted in Partial Fulfilment of the Requirements for the Bachelor Degree of Engineering in Industrial Engineering

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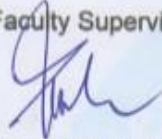
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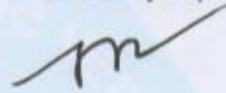
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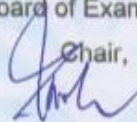Dr. A. Teguh Siswantoro, M.Sc.

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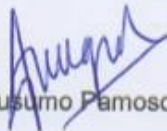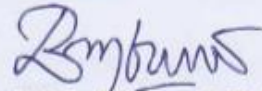Ririn Diar Astanti, M.MT., D.Eng.

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DECLARATION OF ORIGINALITY

I certify that the research entitled "Designing Service Management in Waroenk Ayomass For Customer Satisfaction" 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

The objective of this research is to design service quality at Waroenk Ayomass food stall. Waroenk Ayomass is a business engaged in the food stall sector which sells varieties of foods and drinks, such as fried noodles, bean porridge, sticky rice porridge (mix porridge), orange juice, and various kinds of juices. In the food stall business, customer satisfaction is an essential factor. Therefore, the service at Waroenk Ayomass must be designed well in order to it can increase customer satisfaction. The research was conducted using the SERVQUAL method and the TRIZ method. SERVQUAL method is a method designed to measure customer expectations. While the TRIZ model used to obtain solutions to improve service quality. In the SERVQUAL method, the total average gap score is -0.3426. The minus score shows that the services provided cannot satisfy the customer. To improve service quality, analysis of Important-Performance Analysis (IPA) Model is carried out, then through IPA, the attributes which need priority improvement can be identified. Based on the IPA model, there are four (4) attributes which need priority improvement. Based on the TRIZ method, the solutions which are provided to the new service management strategy to improve services quality are changing the font size on Waroenk Ayomass' nameplate to make it more visible and provide a right logo on the nameplate, adding electric fans, adding cigarette ashtrays, making rules for employees so they can serve the customer responsively, and redesign brochures based on the promised promotions.

Keywords: Food stall, customer satisfaction, SERVQUAL, Importance Performance Analysis (IPA), TRIZ

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