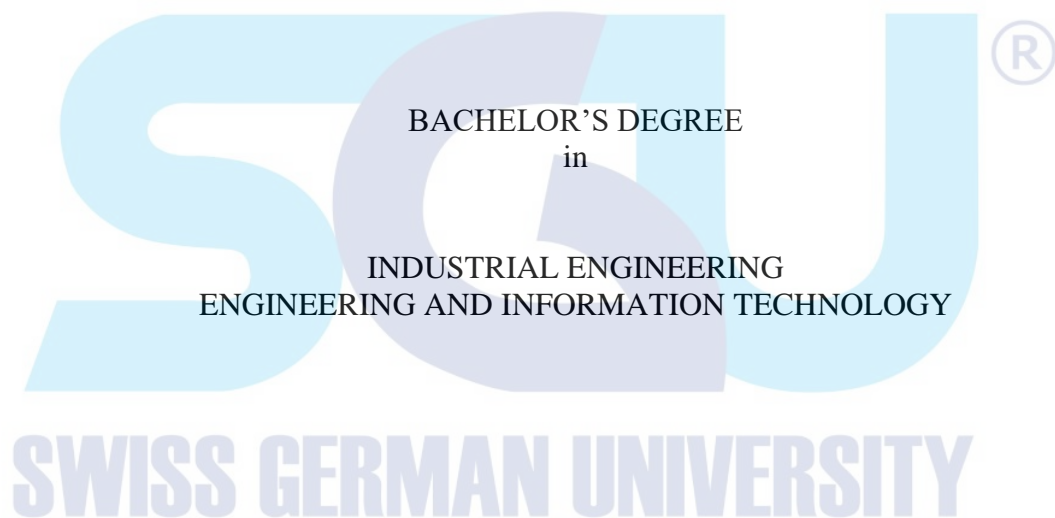


**IMPROVING SERVICE QUALITY IN CASUAL DINING
RESTAURANT USING KANO MODEL AND QUALITY FUNCTION
DEVELOPMENT (QFD)**

By

Kalvin Darmawan
1-1607-010



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

January 2022

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Kalvin Darmawan

Student

Date

Approved by:

Ir. Setijo Awibowo, M.M.

Thesis Advisor

Date

Dr. Eng. Aditya T. Pratama, S.Si., M.T.

Thesis Co-Advisor

Date

Dr. Maulahikmah Galinium, S.Kom., M.Sc.

Dean of Faculty of Engineering and Information Technology

Date

Kalvin Darmawan

ABSTRACT

IMPROVING SERVICE QUALITY IN CASUAL DINING RESTAURANT USING KANO MODEL AND QUALITY FUNCTION DEVELOPMENT (QFD)

By

Kalvin Darmawan

Ir. Setijo Awibowo, M.M, Advisor

Dr. Eng. Aditya T. Pratama, M.T. Co-Advisor

SWISS GERMAN UNIVERSITY

People and their family are likely to spend their time at a restaurant to taste a great food while maintaining their relationship. Casual dining restaurant is a restaurant that serves moderately priced food in a relaxed atmosphere where table service is still provided. Restaurant XYZ is a casual dining restaurant. They want to improve their service quality. This thesis combined the Kano model and the Quality Function Deployment (QFD) method. The Kano model was used to understand how the customers consider the service attributes founded on DINESERV measurement. Quality Function Deployment was used to know the relationship between the service attributes and corresponding improvements and set the priority on them. The analysis results revealed that applying 5S in the kitchen should be the top priority for improvement followed by staff suggestions and cooking measuring tool. Other improvement actions is by releasing seasonal menu for a limited time to offer more variety of main dishes.

Keywords: Kano model, Quality Function Deployment, Casual dining restaurant, DINESERV, DMAIC.



DEDICATION

I dedicate this thesis to the Almighty God whom I believe, my beloved family and friends, who always have my back.



ACKNOWLEDGEMENTS

I would like to thank the God Almighty Allah SWT. for the health and blessings that always given to me during my studies and completion of this thesis.

Special thanks to my mother, my father and my sister for always giving all the supports and the best wishes.

I also owe the biggest gratitude to Ir. Setijo Awibowo, M.M., and Dr. Eng. Aditya T. Pratama, M.T. as advisor and co-advisor who always support me through my ups and downs while doing my research.

I also would like to thank Restaurant XYZ who have been allowing me to conduct my thesis research in the restaurant.

Last but not least, big thanks to my Uni Friends who always with me for 4 years through my ups and downs

TABLE OF CONTENTS

	Page
Table of Contents	
STATEMENT BY THE AUTHOR	2
ABSTRACT	3
DEDICATION	5
ACKNOWLEDGEMENTS	6
TABLE OF CONTENTS	7
LIST OF FIGURES	10
LIST OF TABLES	11
CHAPTER 1 - INTRODUCTION	12
1.1 Background	12
1.2 Research Problem.....	13
1.3 Objectives.....	13
1.4 Significance of Study	13
1.5 Scope and Limitations	15
1.6 Thesis Structure.....	13
Type chapter title (level 3).....	3
CHAPTER 2 – LITERATURE REVIEW	15
2.1 Casual Dining	15
2.2 Service Quality	15
2.3 Kano model	16
2.4 Quality Function Deployment.....	18
2.5 Likert Scale.....	22
2.6 Validity and Reliability Test	22

2.7 Five S.....	24
2.8 DMAIC.....	28
CHAPTER 3 – RESEARCH METHODS	27
3.1 Introduction	27
3.2 Problem Identification.....	29
3.3 Literature Review	29
3.4 Research Design	29
3.5 Data Collection and Processing.....	29
3.6 Data Analysis	30
3.7 Data Verification	30
3.8 Propose Improvement.....	30
3.9 Create SOP	30
3.10 Develop Audit Program.....	30
3.11 Conclusion and Recommendation.....	30
CHAPTER 4 – RESULT AND DISCUSSIONS.....	32
4.1 Initial Evaluation	32
4.2 Data Analysis	36
4.2.1 Validity and Reliability Test.....	36
4.3 Data Analysis with Kano Model	41
4.4 Quality Function Deployment Analysis	45
4.5 Applying 5S in the kitchen	50
4.6 Using Cooking Measuring Tool	55
4.7 Cleaning Schedule	56
4.8 Control 5S.....	56

CHAPTER 5 – CONCLUSIONS AND RECOMMENDATIONS	58
5.1 Conclusion.....	58
5.2 Recommendation.....	58
5.3 Future Study	59
APPENDIX A	60
REFERENCES.....	61
CURRICULUM VITAE.....	63



LIST OF FIGURES

Figures	Page
2.1 Kano Model	18
2.2 Quality Function Deployment.....	19
2.3 5S	25
3.1 Research Methodology	28
4.1 Respondent Age	34
4.2 Respondent Visit per Month	35
4.3 Respondent Gender	35
4.4 Respondent Occupation	35
4.5 Quality Function Deployment.....	46
4.6 Seiri/Sort Activity Plan	50
4.7 Seiton/Set in Order Activity Plan.....	52
4.8 Seiso/Shine Activity Plan	52
4.9 Seiton/Set in Standardize Plan	54
4.10 Cooking Measuring Tool	55
4.11 Cooking Measuring Tool	55

LIST OF TABLES

Table	Page
Table 4.1 Service Attributes.....	33
Table 4.2 Functional Validity Test	37
Table 4.3 Dysfunction Validity Test.....	38
Table 4.4 Functional Reliability Test.....	39
Table 4.5 Dysfunctional Reliability Test	40
Table 4.6 Kano Evaluation Table	41
Table 4.7 Kano Category for Every Attribute.....	42
Table 4.8 Kano Category Result	43
Table 4.9 Kano Category Based on DINESERV Dimension	44
Table 4.10 Priority Improvement.....	49
Table 4.11 Red Tag Strategy.....	53
Table 4.12 5S Control Form	57