Optimization of Service Quality: Quality Function Deployment Approach

Sukaris, M. Fakhrudin Syah, Aries Kurniawan, and Nadhirotul Laily
Universitas Muhammadiyah Gresik, Gresik Regency, East Java, Indonesia
sukaris21@umg.ac.id, ariesaja@umg.ac.id, nadhirotul.laily@umg.ac.id

Joko Suyono
Narotama University, Surabaya, Indonesia 60117
joko.suyono@narotama.ac.id

Abstract

This study aims to analyze the implementation of loading and unloading service quality and proposed improvements. The analytical method used in this research is descriptive qualitative analysis method regarding service quality and quality function deployment. The data collection technique was obtained from interviews with key informants from the company's internal parties and the loading and unloading company. The results of the analysis obtained with the approach quality function deployment, after connecting with the approach, service quality found several dimensions to be prioritized to be improved more optimally, such as the dimension, tangible namely by carrying out routine and monitored dock cleaning, responsiveness by communicating through social media, assurance by conducting implementation of safety briefings, safety representatives and safety patrols in an effort to guarantee safety, empathy by sharing knowledge among employees, and reliability by making schedules preventive maintenance with corrective maintenance.

Keywords
Service, Quality Function Deployment, tangible, safety, responsiveness.