

ABSTRACT

Improving quality and customer satisfaction is one of the ways the company to meet the wants and needs of customers. Serae coffee & kitchen one of the service providers in the field of food and beverage. Obstacles faced was the tight competition and the existence of a complaint about a service that is less good, the condition of the place that looks less clean, and taste of the product is not consistent.

This research uses the method serqual to compile attributes questionnaire and obtain a gap score can identify customer needs and desires. In the improvement of quality of service, assisted by the method of six sigma DMAIC model used to improve existing business processes.

The results of the analysis of the customer satisfaction level found complaints that occur in service of process because it found the average value of DPMO, sigma level 1.80 and 301,416.67. Where sigma level that has been achieved is far from the target, namely the level of sigma 6 and 3.4 DPMO. Service quality improvement proposal of serae coffee & kitchen was organising material evaluation and refresh the service given, stewards checked periodically on each shift, supervisors monitor periodically every shift and parties management needs to hold a general cleaning and general meeting every month.

Keywords: Servqual, six sigma DMAIC model, customer satisfaction.