

**IMPROVING THE QUALITY OF SERVICE IN C'BEZT RESTAURANT
TEGAL BESAR JEMBER BY USING QUALITY FUNCTION
DEPLOYMENT (QFD) METHOD**

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ABSTRACT

Businesses C'Bezt Tegal Besar Jember was founded on August 24, 2013 by Miss Sitti Amalia as the owner. C'Bezt Tegal Besar is located at M. Yamin street Number 67 Tegal Besar Jember. This study aims to (1) identify customer requirements and engineering requirements that analyzed in an attempt to improve the service quality of C'Bezt fast-food restaurant Tegal Besar Jember. (2) To assess the implementation of Quality Function Deployment (QFD) in an attempt to improve the service quality of C'Bezt fast-food restaurant Tegal Besar Jember. This study took 50 respondents and 2 experts. The sampling technique that used in this study is an incidental sampling technique by using QFD Designer V4 software assistance. Based on the analysis of this study, it is still important to enhance the quality of services from some attributes as desired by the consumer.

Keywords: *C'bezt, Quality Function Deployment,*