

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui, mempelajari, serta menganalisa pengendalian kualitas jasa Siliwangi Trans Shuttle di kota Sukabumi. manfaat dari penelitian ini adalah sebagai bahan referensi bagi perusahaan dan juga sebagai bahan perbandingan bagi pihak-pihak yang akan melakukan penelitian dengan metode dan permasalahan yang sama.

Metode penelitian yang digunakan dalam penelitian ini adalah studi kasus dengan jenis penelitian deskriptif kuantitatif. Sebagai objek penelitian adalah pengendalian kualitas jasa pada Siliwangi Trans Shuttle di kota Sukabumi. teknik pengumpulan data melalui studi lapangan yang meliputi wawancara, kuesioner dan observasi. Tehnik analisa data yang digunakan adalah analisis pengendalian kualitas jasa dengan menggunakan metode *Quality Function Deployment*.

*Quality Function Deployment*, menunjukkan bahwa pengendalian kualitas jasa pada Siliwangi Trans Shuttle belum dijalankan dengan baik. Serta aktifitas perusahaan belum tersusun dengan rapih. *Quality Function Deployment* memperoleh hasil bahwa prioritas pelayanan jasa Siliwangi Trans Shuttle yang diinginkan konsumen, teknik pelayanan yang dilakukan Siliwangi Trans Shuttle dalam memenuhi keinginan konsumen dengan teknik pelayanan yang dilakukan Siliwangi Trans Shuttle untuk memenuhi keinginan konsumen, prioritas antara berbagai teknik pelayanan yang dilakukan Siliwangi Trans Shuttle untuk memenuhi keinginan konsumen, hubungan antara berbagai teknik pelayanan yang dilakukan oleh Siliwangi Trans Shuttle untuk memenuhi keinginan konsumen, perbandingan kualitas pelayanan jasa Siliwangi Trans Shuttle dibandingkan dengan pesaingnya berdasarkan prioritas keinginan konsumen. Semua itu dilakukan dengan cara mengaplikasikannya kedalam *House of Quality* karena dalam gambar *House of Quality* kita bisa melihat secara keseluruhan yang berasal dari identifikasi masalah perusahaan dengan menggunakan *Quality Function Deployment*.

**Kata kunci : *Quality Function Deployment*, Rumah Kualitas**

## ABSTRACT

This research aimed at acquainting, studying, and analyzing service quality control at Siliwangi Trans Shuttle in Sukabumi. The benefits of this research were the reference for the company, as well as the comparative study for those willing to conduct the research with the same method and formulation.

The method being used in this research was case study and with the type of research of quantitative descriptive research. The object of this research was the service quality control at Siliwangi Trans Shuttle in Sukabumi. The data collection technique was conducted through field study which included interview, questionnaire and observation. The data analyzing technique deployed in this research was the analyses of service quality control which used *Quality Function Deployment* method.

*Quality Function Deployment* showed that the service quality control at Siliwangi Trans Shuttle had not been run well. Moreover, the activity of the company had not been well managed. *Quality Function Deployment* resulted in the service priority at Siliwangi Trans Shuttle which was wanted by customers, the service technique conducted by Siliwangi Trans Shuttle in fulfilling customers' wish and service technique conducted by Siliwangi Trans Shuttle for fulfilling customers' wish, the priority among various service technique conducted by Siliwangi Trans Shuttle for fulfilling customers' wish, the relationship among various technique conducted by Siliwangi Trans Shuttle for fulfilling customers' wish, the comparison between service quality of Siliwangi Trans Shuttle and its competitors based on customers' wish priority. All of them were conducted by means of applying into *House of Quality*, as on the picture of *House of Quality* we could see entirely which one came from the formulation of the problems of the company by using *Quality Function Deployment*.

**Keywords :** *Quality Function Deployment, House of Quality*