

ABSTRACT

In developing a business workshop , garage entrepreneurs should be able menyesuaikan general desire among consumers maintain quality , trust, loyalty and closeness with konsumen. Menggaris underscore the problems above , the need for a study to determine the direction of what are the attributes for desired by consumers terhadap workshop JAYA MEKAR motors in kaitanya proposals for improving the quality and strategi. Salah one method that can capture the desires of consumers is Funcyion quality Deployment (QFD) Yag tool used to analyze customer need , and to know the SWOT Strengths , Weaknesses , oportunities , Threats and strategies for the SWOT matrix SO (Strength and Opportunities) , WO (Weaknesesse and Opportunities) , ST (Strength and Threats) , and WT (Weaknesess and Threats) . Technical response in improving the quality of the bike shop on the House OF MEKAR JAYA Capacity Building Technical quality is the mechanical application of SOS (service Operations , Done quickly and accurately , Development of communication skills , consistently 5S Implementation , leisure lounge area to relax , minimum stock Standardization spear parts , addition Free Hotspot area , fan , toilet , music , parts handling claims Development , Implementation and competition mechanical competence , Network Development authorized workshops , implementation of marketing programs servicing , workshop equipment Standards

Keywords : *Quality Function Deployment , SWOT*

ABSTRAK

Dalam mengembangkan usaha bengkel, pelaku usaha bengkel umum harus bisa menyesuaikan keinginan konsumen diantaranya menjaga kualitas, kepercayaan, loyalitas dan kedekatan dengan konsumen. Menggaris bawahi permasalahan diatas, perlu adanya suatu penelitian yang arahnya untuk mengetahui atribut-atribut apa sajakah yang diinginkan oleh konsumen terhadap bengkel motor MEKAR JAYA dalam kaitanya untuk peningkatan kualitas dan usulan strategi. Salah satu metode yang dapat menangkap keinginan konsumen adalah *Quality Function Deployment* (QFD) alat yang digunakan untuk menganalisa *customer need*, dan SWOT untuk mengetahui Strengths, Weaknesses, Opportunities, Threats dan strategi matriks SWOT SO (Strength and Opportunities), WO (Weaknesses and Opportunities), ST (Strength and Threats), dan WT (Weaknesses and Threats). Technical respon dalam memperbaiki kualitas bengkel motor MEKAR jaya pada House OF Quality adalah Pengembangan Kemampuan Teknikal mekanik Penerapan SOS (Service Operasional, Selesai dengan cepat dan akurat, Pengembangan kemampuan komunikasi, Pelaksanaan 5S secara konsisten, Kenyamanan ruang tunggu untuk bersantai, Standarisasi minimum stock spare part, Penambahan Free Hotspot area, kipas angin, toilet, music, Pengembangan bagian menangani klaim, Pelaksanaan kompetisi dan kompetensi mekanik, Pengembangan Jaringan bengkel resmi, Pelaksanaan program marketing servis, Standarisasi Peralatan bengkel.

Kata Kunci : *Quality Function Deployment , SWOT.*