

Rancangan strategi peningkatan kualitas layanan toko ritel PT Matahari Department Store di Jakarta = Retail service design quality improvement strategy of PT Matahari Department Store in Jakarta

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Abstrak

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Matahari Department Store merupakan salah satu perusahaan ritel terkemuka di Indonesia yang menyediakan perlengkapan fashion, aksesoris, produk kecantikan, hingga peralatan rumah tangga dengan harga terjangkau. Namun, beberapa tahun terakhir, performanya kian meredup dengan tutupnya beberapa gerai yang ada di Jakarta. Penelitian ini mencoba memberikan rekomendasi rancangan peningkatan kualitas layanan menggunakan Modified Servqual, Model Kano, dan Quality Function Deployment. Penelitian dilakukan dengan melakukan survei terhadap 10 sub dimensi layanan. Pada akhirnya, terdapat 6 persyaratan teknis yang perlu diterapkan untuk meningkatkan kualitas layanan dari Matahari Department Store yang berlokasi di Jakarta.

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ABSTRACT

Matahari Department Store is one of the leading retail companies in Indonesia that provides fashion, accessories, beauty products and household appliances with affordable prices. However, in recent years, the performance has faded with the closing of several outlets in Jakarta. This study tries to provide recommendations for service quality improvement using Modified Servqual, Kano Model, and Quality Function Deployment method. The study was conducted by surveying 10 sub-dimensions of service. In the end, there are 6 technical requirements that need to be implemented to improve the service quality of Matahari Department Store located in Jakarta.</p>