

ABSTRAK

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“MODEL INTEGRASI SERVICE BLUEPRINT DENGAN *House of Risk (HOR)* UNTUK MENINGKATKAN KUALITAS JASA (Studi Kasus: WINC Collaborative Space & Cafe)”

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(xiv + 60 halaman, 13 tabel, 8 gambar, 4 rumus, 7 lampiran)

Seiring perkembangan jaman, dunia bisnis mengalami persaingan yang begitu ketat, sehingga produk dan jasa yang ditawarkan di pasar pun menjadi semakin banyak dan beragam. Kualitas pelayanan yang baik tidak cukup bagi perusahaan untuk bertahan dalam menghadapi persaingan bisnis yang semakin ketat. Perlu adanya pemahaman akan harapan pelanggan dan memberikan pelayanan sesuai harapan tersebut. Salah satu alat yang dapat digunakan untuk meningkatkan kualitas jasa adalah *Service Blueprint*. Selain itu, perlu adanya prioritas dalam perbaikan jasa sehingga penelitian ini menggabungkan kelebihan *Service Blueprint* dalam pemetaan proses jasa untuk mengidentifikasi kegagalan proses (*fail points*) dan potensi pelanggan menunggu (*risk of excessive wait*) dengan kelebihan *House of Risk (HOR)* dalam memberikan prioritas risiko tertinggi dan prioritas strategi. Penelitian ini mengambil studi kasus di WINC *Collaborative Space & Cafe*. Langkah dalam penelitian ini adalah pembuatan *Service Blueprint* yang digunakan untuk mengidentifikasi *fail points* dan *excessive wait*. Hasilnya menjadi *input* di HOR 1 untuk menentukan prioritas risiko yang kemudian dilanjutkan di HOR 2 sehingga didapatkan prioritas strategi. Hasil dari studi kasus menunjukkan bahwa model dapat mengidentifikasi 20 kejadian risiko, dapat mengidentifikasi 20 agen risiko, dapat memberikan prioritas risiko sebanyak 3 buah, dan dapat memberikan prioritas strategi sebanyak 4 buah strategi.

Kata kunci : Kualitas Jasa, *Service Blueprint*, *House of Risk (HOR)*

Referensi: 25 (1997-2017)

ABSTRACT

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INTEGRATED MODEL OF SERVICE BLUEPRINT WITH HOUSE OF RISK (HOR) FOR SERVICE QUALITY IMPROVEMENT (Studi case: WINC Collaborative Space & Cafe)

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(xiv + 60 pages, 13 table, 8 images, 4 equations, 7 attachments)

These days, the business world experienced a very tight competition, so that products and services offered in the market became more and more diverse. Good service quality is not enough for the company to survive in the face of increasingly fierce business competition. There is a need to understand the customer expectations and provide services as expected. One of the tools that can be used to improve service quality is Service Blueprint. In addition, there is a need to prioritize service improvements so that this research combines the advantages of Service Blueprint in mapping the service process to identify failures and the potential of risk of excessive waiting time with the advantages of House of Risk (HOR) in prioritizing risk and strategies. This study takes a case study at WINC Collaborative Space & Cafe. Steps in this research used Service Blueprint to identify fail points and excessive wait. The result was used as an input in HOR 1 to determine the priority of risk which was then resumed in HOR 2 so that strategy priority was obtained. The results of the case studies show that the model could identify 20 risk events, identifies 20 risk agents, could assign three risk priorities and could give 4 priority strategies.

Keywords: Service Quality, Service Blueprint, House of Risk (HOR)

References: 25 (1997-2017)