

ABSTRACT

In the culinary business, customers are the main priority. Efforts that restaurants can make to increase customer satisfaction are looking at customer needs and desires as the main factor in the success of a restaurant. One of the main factors in meeting customer needs and desires is the quality of service from a restaurant (Maimunah et al., 2019). The aim of this research is to provide strategies for improving service quality at the Torimoshi Yakitori restaurant in Semarang City. This research uses qualitative methods to describe the phenomena that occur using data population techniques through interviews, observation and documentation of several informants. Based on the results of the discussion in this research, it was found that there are still obstacles for employees in providing good service at Torimoshi. Obstacles that occur include lack of focus and skill of employees which causes the process of presenting orders to be hampered, employees being careless before serving orders and a lack of sink facilities, fans and trash cans in the consumer area. Thus, efforts that restaurant management can take include; holding training and development, provide snacks to consumers while waiting for orders, creating product stock management, re-emphasizing restaurant SOPs regarding the flow from order processing to serving, implementing a reward and punishment system for employees, helping consumers find a seat when the restaurant is busy, employees personalize their service to consumers, providing new products if the products received by consumers are mixed up, lacking, or do not meet restaurant quality standards. Adding facilities based on the urgency and priority of the restaurant's future plans, where by adding facilities expected by consumers, can improve service performance at Torimoshi.

Keywords: *Service Quality, Torimoshi Restaurant, Customer Satisfaction.*