

*The competition of newspaper business in the Bandung city is getting tight by the presence of Y newspaper. PT. X is one of among the newspaper companies in Indonesia. To win on the competition of newspaper business, PT. X need to increase the quality of services those consist of newspaper product and supporting service. Nowadays, the number of readers and market share of PT.X were decreased, and varieties of complaint from the readers are happened. Therefore, PT. X needs to improve the quality service of newspaper for satisfying the needs and wants of the readers.*

*The aim of this research was to formulate recommendation for improving the quality services of X newspaper according to true customer need. The Quality Function Deployment (QFD) method was used in this research. This method is based on the needs and wants of customer, so strategic intent that produced from this research will increase customer satisfaction with considering the capability of company. Secondary data for this research was taken from the previous study entitled “Analisis Kebutuhan Pembaca Surat Kabar X di Kota Bandung Menggunakan Metode Integrasi Newspaper Service Quality dan Model Kano”. This research was consist two iterations, i.e. (1) identification of 10 technical characteristics based on true customer needs, and (2) identification of 20 critical parts based on technical characteristics that made as priority to develop.*

*Construction of recommendation made on the basis of data processing result, analysis, and brainstorming with company as well as the relevant benchmark of competitors, which will increase the quality service of X newspaper. Ten important recommendations were formulated including (1) addition of culinary and automotive rubrics, (2) addition of “wanted” factor in the news selection, (3) reduction of standard points of subscriptions form, (4) addition standard provision of incoming letters, and letters to the editor, (5) addition of twitter media for customer complaints and letters to the editor, (6) addition the training frequency of employee, (7) addition type of news, (8) increase the number of journalist, (9) increase various types of font, and (10) improve the frequency of printing machine maintenance. All these recommendations have been verified by the company and they will be realized.*

*Key Words: QFD, Quality Function Deployment, X newspaper.*

## **KATA PENGANTAR**