

## ABSTRACT

PT Bank DKI Main Branch Juanda, Jakarta Pusat, is a government-owned bank whose biggest share is held by the local government of Jakarta Pusat. PT Bank DKI Main Branch Juanda is starting to compete with other banks. However, the teller service is still lacking. Therefore, Blitz Quality Function Deployment (Blitz QFD) is attempted to improve the quality of service.

With Blitz QFD methods, companies can accelerate their development of products or services because Blitz QFD combine several voice of customers tools with Maximum Value Table that can translate critical customer needs in the form of technical requirements and design. Blitz QFD offers more efficient and accurate improvement concept because only emphasizing on critical customer needs.

Based on the interview, there are 20 customer needs obtained. Those customer needs is classified into service quality dimensions, such as tangibles, reliability, responsiveness, assurance, empathy. From the results of data processing by using the AHP method, 7 customer needs is obtained which is the top critical needs with the highest ranking. Those 7 customer needs are translated into Maximum Value Table (MVT) to determine technical solution. Based on that MVT, it is suggested that PT Bank DKI Main Branch Juanda, Jakarta Pusat is given recommendation. These recommendation is time of service, standards of service, insight teller, teller skills in communication, preparation teller before work, schedule work hours, and informing.

Keyword : customer, teller service, Top Critical Needs, Blitz Quality Function Deployment