

## **ABSTRACT**

*Retail book business competition which increasingly competitive had a huge impact on the survival of the company.. In the face of increasingly competitive, companies are required to change its business orientasi from profit oriented to satisfaction oriented. To fulfill customer satisfaction, Gramedia Book Store, as one of the largest bookstore retailer in Indonesia, should continue to evaluate each service provided.*

*Blitz QFD is a method used in quality improvement Gramedia Books Store. By using Blitz QFD, the time of product or service development is faster than using traditional QFD because Blitz QFD is only focus the most important customer needs.*

*From the results of customer interviews and secondary sources obtained some 19 customer needs to the services customers want Gramedia Books Store. Based on the weighting values using the AHP method obtained 6 top critical customer needs that have the greatest weight. Furthermore, the six customer needs are translated into technical solutions using the Maximum Value Table to be given further recommendations to the Gramedia Bookstore.*

*From the results of data analysis will be given a recommendation to the Gramedia Bookstore in the form of design concept development of Gramedia Book Store service as recommendations for improvement of service quality in order to improve customer satisfaction and loyalty to the Gramedia Bookstore services.*

*Key words: Quality improvement process, Gramedia Book Store, Blitz QFD*