

ABSTRACT

Transportation is a human tool to move something, either people or objects from one place to another with or without using a tool. Transportation serves to overcome the communication gap and the distance between the origin and destination

PT Kereta Api Indonesia (Persero) is a state-owned company engaged in the transportation. PT Kereta Api Indonesia (Persero) train services are spread in Java and Sumatra (Aceh, Lampung, Sumatera Utara, Sumatera Selatan, Sumatera Barat). In 2009 and 2011, Railway Service in Lampung has decreased. In 2005 PT KAI (Persero) Bandar Lampung no longer operate one of passenger train, due to the decline in passengers. Therefore, the company must immediately repair service quality to enhance passenger satisfaction

The process of improving quality limex sriwijaya rail service in business class in this study were calculated using QFD Blitz. With Blitz QFD method, the company more quickly in the process of developing products or services because the method combines multiple voice of customers with Maximum Value Table to translate customer needs into critical customer requirements form solutions, and project design. Blitz QFD offers a more efficient repair concept, improvement of products or services performed by the company can be more accurately because it only focuses on the top critical customer needs.

Based on the interviews of the passengers and of the journal Cavana and Corbett gained 28 attributes that will affect the need for quality service Limex Sriwijaya Railway Business Class. The results of data processing using AHP gained 10 attributes customer needs which are the top critical customer needs with the highest rank. Furthermore, the ten attributes translate those requirements into technical solutions and projects using the Maximum Value Table for further provided recommendations to PT KAI (Persero) Bandar Lampung. That recommendations are to adding signs of hygiene in railway carriages and procurement of the garbage on the train, provide direction to the janitor, make information systems on the train, maintenance the facilities regularly, purchase tickets online and add more train tickets, increase passenger capacity, recruiting safety and hygiene officer, security officer training.

Keywords: Quality improvement process, Blitz QFD, Train