

## **ABSTRACT**

*PT Perusahaan Listrik Negara (PLN) is a company which runs to service any kind of electricity problem in Indonesia. Based on the report from badan pusat statistik, the number of consumers in Indonesia since 2000 to 2012 is increasing significantly. Based on Consumer Satisfaction Index or Indeks Kepuasan Pelanggan (IKP), which is distributed in Jakarta Raya and Tangerang, the value for these areas is on the category of not-satisfied with the score -0.8789. The value for IKP for household respondents and non-household respondents are also in the category of not-satisfied with the score -0.9254 and -0.766. Based on those data, PLN has to do quality improvement process for the electricity as soon as possible to raise the satisfaction of the consumers.*

*Quality improvement process in this research is using BLITZ QFD which is good to improve the service so the company will be faster in term of product development. This is caused by the fact that this method combines some voice of customers' tool with maximum value table which can translate top critical customer needs as technique recruitments, design, and project.*

*Based on the customers' interview and sources in internet, there are 16 attributes of customers' needs that impact the quality of electricity service by PLN. Based on AHP method's result, there are 10 attributes of needs that become the top critical customer needs*

*Key word: Quality Improvement Process, PLN, BLITZ QFD, AHP, VOC*