

ABSTRACT

RECOMENDATION OF SERVICE DEVELOPMENT POST PACKAGE USING QUALITY FUNCTION DEPLOYMENT (QFD) IN PT POSINDO (PERSERO) BANDUNG

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PT Posindo is company which provides post service in Indonesia. In connection with monopoly right which has been deleted in PT Posindo and coming up of many new competitors, PT Posindo develops service incessantly, no acception with post package service. However, profit of PT Posindo and revenue of post package does not reach target in 2010. Result of 30 persons who has used post package service and the competitors, 92% respondents prefer to use competitor. Because of that, it's a must to develop post package service detailly and customer based using Quality Function Deployment (QFD).

Quality Function Deployment (QFD) is a method to define the specification of product development needs based on consumer desires, and to evaluate product capabilities in meeting the needs and desires of customers (Cohen, 1995). The research was conducted on 100 respondents who had used the post parcels service and TIKI (as competitors).The results of data processing ,GAP values of importance and satisfaction level are minus from all 19 attributes needed. It indicates that the services provided by the post packet does not fill customer needs. From the results of data processing using House of Quality and Part Deployment Matrix obtained 23 technical requirement and 28 critical parts. Recomendations of developing post parcels service is minimize cycle time of each activity, to develop job specification and to hold training for frontliner officer, to determine the criteria for a safe type of packaging, to develop job specification and to hold training for operational staff, to make Standar Operating Procedure (SOP), material handling, to select the best transportation, to add customer service office per city, and to develop of the media type of service.

Key words: Post package, Quality Function Deployment (QFD), TIKI