

ABSTRACT

The growth of Internet users in Indonesia increases every year. This high rate of Internet users will spur the competition between the company that operated in the ISP service, because of the growing market demand for this services. A good services quality improvement is absolutely needed by every company that wants to win the competition in the Internet service provider sector.

Based on data from the PT Telkom Kandatel Mataram Customer Care Unit , the churn number of the Mataram Speedy customers in 2010 increased from February to December. Other data indicated the loyalty level of Speedy customer was very low. The average duration of Speedy subscription is about 3-5 months. This is related to the performance of Telkom Speedy that has not optimal yet so the customers are not loyal to it's service. Therefore, PT Telkom has to improve the Telkom Speedy service quality immediately to enhance the customer satisfaction and loyalty.

The quality improvement process of Telkom Speedy in this research is found by using Blitz QFD method. By using Blitz QFD method, it allows the company to improve their service or product faster because this method combined some voice of customer tools with the Maximum Value Table which can translate the critical customer needs into the technical, design and project requirements. The Blitz QFD method offers more efficient improvement concept so the product improvement can be more accurate because it only focuses on the top critical customer needs.

20 customer needs that will affect to the Telkom Speedy service quality were obtained from the result of customers interview and some internet source . According to the data calculation using AHP method, 8 customer needs namely top critical customer needs which have the highest ranking were obtained. After that the top critical customer needs found using AHP method translated into the technical, design and project requirements using Maximum Value Table and finally will be recommended to PT Telkom. This recommendation is upgrade the skill and ability of the technicians staff continuously, survey the customer and internet network maintenance should be done regularly, CPE installation should be done correctly, price and discount packet promotion, recruit the technicians staff and 147 call centre operator, the bandwidth capacity should be upgrade continuously, and install the fiber optic as a media transmission.

Keywords: Quality improvement process, Telkom Speedy, Blitz QFD