

ABSTRACT

PT. Telkom is one of the telecommunications companies that develop services into business of digital music content by establishing PT. Melon Indonesia. In the business of music content PT. Melon does not stand alone. There are 3 services that compete with Melon namely Langit Musik, PlayOn Interactive and Mobi Interactive. With intense competition music content, PT. Melon need to anticipate, that is by improving the quality of service PT Melon.

This study purposed to formulate recommendations Melon service quality development according to customer requirements to enhance customer satisfaction. In this study used Quality Function Deployment (QFD) method. This study identified 16 attributes measured performance service requirements based on the level of interest and customer satisfaction. After that, the specified attribute that should be prioritized to improve the quality of service Melon in the future.

Based on the results of performance measurement of 16 attributes needs, there are 10 attributes Melon service whose performance is below the performance of competitors. Formulation of recommendations designed to improve the quality of service Melon. Recommendations are designed based on the results of data processing, analysis, and brainstorming with the company as well as the relevant benchmark competitor company.

The recommendations proposed in this study are adding of the frequency evaluation customer service/administrator, increase the frequency of training customer service/administrator, adding of standby time customer service, adding of standby time administrator, increasing the number of customer service, increasing the number of administrator, increasing the number of work shifts customer service, increasing the number of work shifts administrator, increasing the number of telephone lines for communication, reduction time customer service services, decrease the maximum time handling complaints, increase the monitoring frequency customer service/ administrator, determining the type of compensation to customers, additional types of communication media by administrator, additional categories of information on the website, adding website content update frequency, decrease the maximum time of activation, additional media information for activation, additional types of music player that is compatible, the addition of co-operation with the music labels, adding input frequency songs, adding of media information to purchasing the song.

Keywords: Quality Function Deployment, Melon services, e-servqual dimension