

ABSTRACT

Development of Internet users in Indonesia in line with the increase in number of UMKM (Usaha Micro, Kecil, dan Menengah) in Indonesia. Totaling approximately 56.5 million SMEs with market shares of 99.99% resulting in the need for business management involving the internet in order to achieve business efficiencies. Internet usage in question is the server and data storage services provided by PT. TelkomSigma, a subsidiary of PT. Telkom. PT. TelkomSigma are initially targeting the corporate segment, saw a great opportunity to provide rental services for servers and data storage were included in the UMKM segment of SME (Small Medium Enterprise). However, service providers see the competition server and data storage involving foreign companies, PT. TelkomSigma need to design quality server and data storage services to suit the needs and desires of customers UMKM in Indonesia.

This study aims to formulate a recommendation designing quality services and data storage servers in accordance with the true customer needs to increase customer satisfaction. Quality Function Deployment (QFD) is a method used in these studies to translate customer requirements into technical characteristics of the service and to consider the company's ability to realize those needs.

To be able to design quality server and data storage services, necessary to true customer needs obtained from the results of previous studies. There are 21 true customer needs are used as input into the QFD iteration 1, which further identified 16 technical characteristics. Based on the fulfillment of the target value and the rank of technical characteristics, there were 12 technical characteristics and development priority to be input into the QFD iteration 2. At iteration 2 QFD, identified 23 critical parts that influence the technical characteristics and there are 16 critical parts that became the basis of the formulation of recommendations.

Formulation of recommendations made based on the results of data processing, analysis, brainstorming with the PT. TelkomSigma and benchmarking with competitors, the AWS (Amazon Web Services) and Linode. Recommendations proposed in this study is to update information, additional types of resources, additional types of information, the addition of capacity package type, package type addition period, additional types of packet transfer rates, the addition of customer service work time, shorten the average service time, additional types of media access, the determination of the frequency of discounts, bonuses frequency assignments capacity, standard-setting provision of discounts, bonuses standard-setting capacity, additional types of payment channels, increased activity of gathering feedback, and additional types of media gathering feedback.

Keywords: QFD, Quality Function Deployment, server, data storage