

Abstract

Soft System Methodology is a method that can be used to help model the unstructured problem. In this final assignment, SSM will be used to form a conceptual model in determining the excellent service management based on customer satisfaction for the Speedy. From the results of the existing conceptual model, needed a tool to help in determining customer satisfaction. Implementation of these tools simulated in DSS.

Existing DSS will process input data from customer data and data managers so as to produce a value of customer satisfaction. By using criteria based on the big eighth factor (value to price relationship, product quality, product features, reliability, warranty, response to and remedy of the problem, sales experience, the convenience of acquisition), data input will be processed with 2 processes, namely the fuzzy preference relations and Simple Additive Weighting (SAW). Fuzzy Preference Relation used to process data input from manager. This processed to get certainty factor value. While Simple Additive Weighting (SAW) used to process certainty factor data and customer data to get customer satisfaction value. From both of two algorithm, customer satisfaction value can be mapped, so excellent service Datel can be inisialized.

The testing process was conducted to examine the suitability of SSM research with the real world. Test results from the overall stages of SSM products and business performance of PT. Telkom Regional Division III shows that the process of SSM good to used unstructured problems in Speedy services. This is become from appropriate appraisal step in SSM with purpose that will achieved.

From examination of (tool) SPK existing for users to obtain the level of difficulty of 100% said always, 67% stated need, 67% said help.