

ABSTRACT

The number of payTV service or what we call a pay TV provider in Indonesia today is increasing. Currently, the penetration of payTV still about 5 percent from the number of TV user in Indonesia. Media Partners Asia payTV has predicted that market potential for payTV more than 30 million subscribers (MPA, 2015). Based on research Cable and Satellite Broadcasting Association of Asia in the third quarter of 2014, the number of pay TV subscribers reached 4.6 million subscribers (CASBAA, 2015). The biggest distribution located in DKI Jakarta area with 3.4 million subscribers (Indotelko.com, 2015). Until 2015 there are 11 official operator payTV providers in Indonesia (Murray, 2015). This case indicates that the market of payTV has increase and become competitive business.

Transvision initially named from Telkomvision which was established since 1997, now face challenges and threats along with many competitors, the Transvision should further improve the quality of service so the market share Transvision not compete with other competitors and can become market leader of payTV in Indonesia.

This research aims to provide recommendation for improvement of the service quality based on 18 true customer need. This research using Quality Function Deployment (QFD) method. QFD method is one of the techniques that can translate customer requirements into technical specification with consideration from the company's ability to realize. True customer needs data obtained from a previous study entitled "Analisis Kebutuhan Layanan payTV Transvision Daerah DKI Jakarta Dengan SERVQUAL dan Model Kano". The first step is QFD iteration one or House of Quality to determine priority of technical response. The second step is QFD iteration two or Part Deployment Matrix to determine priority of critical part.

Formulation of recommendations are generated by the data processing, data processing analysis, discussions with the company, and benchmark with the similar competitor service to improve service quality of payTV Transvision. Twelve recommendations are frequency of product development training monthly, frequency service excellent training monthly, frequency of monitoring component yearly, knowledge documentation, frequency monitoring component yearly, frequency of collecting customer feedback per year, adding Channel, adding of a premium Channel packages, adding additional Channel packages, the type of media information, the number of branch in strategic places, duration of the promotion, and adding HD Channels.

Keyword : Quality Fuction Deployment, pay TV, Transvision