

ABSTRACT

In the previous time, public coin telephone service provided significant profit, but after mobile service appeared and increasing of cell phone used, this service did not give profit like several years ago. Although, Telkom keeps public coin telephony alive. This policy is caused by Telkom's BUMN so besides finding profit but also that must give service to Indonesian society. Public coin telephone is one of services that gives service to Indonesian especially low-middle class. From 300 thousand public coin telephones that exist in all Indonesian areas, now it is just around 55 thousand that are in well condition, so the amount of public coin telephones need to be renewed. This revitalization is not only treated physically, but also quality procedure. Therefore, public coin telephone need to be repaired and developed.

Depend on PT Telkom vice director, Garuda Sugardo, in the duration of 60 years Telkom extended, many tele-communication technologies have been reached like Internet access with high speed and many more, but it is meaningless if Telkom do not repair the basic thing like public coin telephone. Public telephone services as an effort to keep Telkom's image, so Telkom must increase this service. Besides that, the fact that public coin telephone in other countries has increased, pushes Telkom to repair and develop this service.

On product or service development must keep focus on customer. Therefore, product development method that used in this research is Quality Function Deployment (QFD) method. Chosen QFD because of this method develops the product based on customer needs, where those needs will be translated to technical characteristics. QFD method that used in this research until 2nd iteration, there are used house of quality matrix in the first iteration one, and used part of deployment matrix in the second iteration.

The first that must do is decide customer needs attributes by interviewing the customer. Next that attributes will be translated to technical characteristics then worked until provide planning matrix, technical characteristic matrix, relation matrix, technical characteristic matrix correlation and technical matrix. In this iteration provided 18 customer need attributes and with 23 technical characteristics that can fill it. Customer need attributes based on customer that most importance is cost to call, whereas customer need attribute that most importance to develop is another payment besides coin. Technical characteristic that have the biggest contribution to development TUC services is existence of another payment besides coin.

Then in the second iteration, technical characteristics that founded in the first iteration will be decided the critical part that can fill it then worked until provide relation matrix and technical matrix. From 23 technical characteristics that founded, will be founded 41 critical parts. Critical part that have biggest point contribution in the public coin telephone service development is power supply.

The result that founded in the first iteration and second iteration will be recommendation to develop public coin telephone service. With this development, will be hoped to increase public coin telephone service performance so this service will be give more satisfaction to customer.