

ABSTRACT

CDMA (Code Division Multiple Access) start to be in Indonesia on May 2003. PT. Telekomunikasi Indonesia Tbk. apply this technology as fixed wireless digital telephone for fixed phone and mobile phone. This service branded "TELKOMFlexi". Besides TELKOMFlexi, other CDMA operators has already come to make a competition, such as Esia, Fren, and StarOne. In progressively many competitor makes the tighten of competition. To maintain its position as market leader (more than 85% of market share) on fixed wireless market, PT. TELKOM is doing its utmost to develop the quality service to keep the customer loyalty and to increase new customers.

QFD (Quality Function Deployment) which defined as a method for planning process and product or service developing that integrated voice of customer to its planning process hoped could be tool to develop Flexi Trendy become a high quality service according to customer need and customer want. At this research, QFD method uses two iterations.

To get the primary data, interview the customer could be the best way. According to the interview results there are 22 technical requirements obtained. These would be categorized by using tree diagram. Then the importance value and performance value are calculated by means of Weight Average Performance (WAP) method. Secondary data are obtained from PT. TELKOM, competitor, literature, and internet.

The result of data processing shows that there are 26 technical requirement and 23 critical part that can meet the 22th customer needs. Five customer needs that have the highest raw weight are coverage (9.65), handset quality (7.88), accuracy on using pilse (7.75), SMS delivery speed (7.66), and successful call ratio (7.29). customer needs that have the highest raw weight will become the priority in increasing its performance. Five technical requirements that have the highest contribution are Customer Satisfaction Index / CSI (7.101), beam power of BTS (2.464), stability of signal on handset (2.266), sum of BTS (1.904), and features completion (1.400). Critical parts that have the highest contribution are provide new features that customer need (2.507), professionalism of Telkom frontliner (2.490), voice transmission link quality (2.191), sum of SMS transmission link (1.870), and accuracy on setting the antenna instruct (1.707).

The result of this observation may recommend PT. TELKOM developing their product quality, so that they can maintain the customer loyalty and to increase new customers.

Keywords: TELKOMFlexi, Quality Function Deployment (QFD)