

ABSTRACT

The freedom to use cellular number in Indonesia has increase the number of mobile crime, from deception, slandering and rumors spreading until terrorism. If this kind of condition still on and on, it will cause nervousness in the society. As the tackling, through Ministry's rule number 23/Kominfo/M/10/2005 about the user obligation, Indonesian government made it as compulsory for the post-pay user to register their number and identity to each provider. In Telkomsel the registration process itself was very long and complicated. This provider would, in a row, ask for user identity card number and others information until all data are completed. Those process seems to be very long, exhausting and made the customer postponed their process of registering before it finish. That is why, Telkomsel, as one of the biggest provider in Indonesia, should improve their system of register so their customer would feel comfortable to their system.

The method to increase the quality in service is still rare, because the form of service itself that intangible. Inside their book which called "Delivering Quality Service", a group of researcher (Parasuraman, Zeithaml and Berry) found a method called SERVQUAL. This method show to you about how to appraise the service quality. In this final project, SERVQUAL along with Quality Function Deployment (SQD) would analyze the registration service of Telkomsel's post-pay cellular number.

From service quality characteristic matrix we can get 28 attributes that comes from customer through interviewing them and then group it into 5 dimensions of quality. Those attributes then count by performance and importance weight using WAP method and calculate the GAP value of it and in the end it would inputted into House of Service matrix. The act of determining the parameter in service quality and its target will be done by the company and it will show the connection with the service quality itself.

The result from SQD is a House of Service matrix, with the level of relative importance in quality service parameter which shows the priority of each parameter that can be fixed by making the standard in service quality for each parameter.

The result of this research is there are 28 attributes quality of service by considering consumer voice grouped pursuant to five dimension of quality and standard stipulating quality of service to every parameter of quality that will become a recommendation for Telkomsel in developing their registration service quality.

Key Word : Pre-Paid Card, Service Quality Deployment