

ABSTRACT

The condition of telecommunication business getting more competitive makes Telkom RisTI to create collaboration strategic in developing terminal with vendors. In fact, that effort is hardly success because PT. Telkom still has to deal with customer complain level which is high enough. In term of one month, on December 2005 has been occurred about 232 complains related with terminal problem, so it is needed to develop FlexiHome as a terminal in order to increased customer satisfaction and hold up customer loyalty in the middle of competition with other CDMA operator. Product development method used in this research is QFD method to second iteration.

Customer need is determined by interview with FlexiHome's customer. The data processing done toward the result of the interview is customer statement interpreted into attribute of customer's need. From the result of the data processing, there are 18 attributes of customer's need that become input in FlexiHome development. There are 5 attributes of customer needs having the highest weight. They are the speed of maintenance (0.076), the length of SMS character (0.074), the shape of FlexiHome (0.074), size of FlexiHome (0.073), and easily of SMS (0.071).

The 18 attributes gotten by the interview are translated into 21 technical characteristic. There are 5 technical characteristic having the highest contribution to meet customer needs. They are existence of backlight on LCD (0.0728), design of terminal's shape (0.0708), dimension of terminal (0.0706), the number of SMS character (0.0661), features of delivery report SMS (0.0661). Then 21 technical characteristic are developed more detail and gotten 31 part characteristic which are related. There are six part characteristic giving the biggest contribution to meet the technical characteristic. They are option of language in user manual (0.0610), the position of shortcut in keypad (0.0469), demand characteristic (0.0456), the option of language in terminal (0.0456), backlight is off when there is no activity (0.0455), backlight is on when there is activity (0.0445).

According to analysis and result of data processing done on 18 attributes of customer's need, 21 technical characteristic, 31 part characteristic, can be given recommendation to Telkom RisTI that is design of FlexiHome's development to increase the quality of FlexiHome, in order to get customer satisfaction and customer loyalty in the middle of competition.

Key words: Proposal for Development, FlexiHome, QFD (*Quality Function Deployment*).