

ABSTRACT

Growth of telecommunications business in Indonesia this last some years show remarkable improvement. This matter is shown with released policy of Government about license of DSC 1800 to seven operator of seluler as new comers competitor for PT.Telkomsel and other operator. This situation push excelsior of emulation level between operator in giving best services to customer. Field goal of this emulation is wishing to get profit of customer satisfaction to communications service which on the market operator. While growth of customer postpaid card as service mains of sellular not equal with growth of customer prepaid card, so also HALO card. So that appraised there is gap of satisfaction customer HALO card.

Satisfaction of customer relate to determination of product type or wanted service and required by customer. Desire and this requirement create expectation . Fulfilled customer expectation yield satisfaction and create customer which is loyal. On the contrary if customer expectation do not fulfilled hence will generate customer unsatisfaction causing churn customer to company of competitor and make image and also company reputation become uglyly . Evaluation regarding how far service given by company have fulfilled customer satisfaction or not yet is vitally . Because from there we can know at part of which service which make that customer satisfy and at part of which service which do not . So that repair of service quality earn more directional. Method of **SERVQUAL (Service Quality)** used to measure difference (gap) among expectation with perception of consumer to a service. While Method of **Quality Function Deployment (QFD)** used to translate desire of customer into company action.

Result of which is got from this research indicate that Broadness of service area coverage, Facility mainstay of NSP 1212, Strength of Signal in and outside room, Stability and Clearness of voice, Amenity accept and conduct call, Network mainstay access payment of invoice, Speed of data transfer (SMS, MMS, and E-Mail), and Amenity of procedure payment of invoice represent matter made account of by customer. To be can improve the quality of service attributes requirement of customer, technical action able to be done by management of PT.TELKOMSEL is to improve level of network coverage, Policy of marketing program and promotion, level strength of sinyal, level of Mainstay network system , Policy of tariff, Percentage of the readiness of accessing database, Percentage of performance and readiness of customer service, Amount of package, level ability of operator service consumer, and Percentage of equipment customer database. conducted by Action recommendation is PT.Telkomsel to increase the quality services of HALO card by improving the quality of system and technology network and also improve its personnel professionalism.

Keyword : *HALO card, Service Quality, Quality Function Deployment (HOQ)*