

ABSTRACT

Quality Function Deployment (QFD) is a method used in designing process and product/service development by considering the customer needs that using particular products or services. In QFD method, the customer needs recorded will be integrated in a designing process of a product/services that intended to be improved in the side of the quality.

In this final project, there are several recommendation for Telkomsel to improve the service of 3G Telkomsel. The improvement is conducted on the side of the service quality that is measured by considering the 17 need attributes obtained from the interview result with the customer of 3G Telkomsel. Afterwards, the attributes are grouped by using the tree diagram based on the type of the service and the need attributes.

Therefore, to support the whole of the observed need attributes, the writer uses 9 technical requirements and 12 critical parts that both are derived from the 17 need attributes itself. But for the calculation, Weight Average Performance (WAP) is used.

The result of data processing shows that there are five customer needs that have the highest raw weight are coverage (16.03), successful video call ratio (13.66), successful mobile tv ratio (7.50), features completeness (7.40) and the purity of video call's voice (6.34). 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 beam power of BTS (7.45), Sum of BTS (7.45), percentage of features completeness (0.52), and sum of promotion and information media (0.46). Critical parts that have the highest contribution are video transmission link quality (194.52), BTS control power system (194.52), video channel capacity (191.49), voice transmission link quality (189.97), and voice channel capacity (189.97).

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

Keywords: TELKOMFlexi, Quality Function Deployment (QFD)