

## ABSTRACT

PT Telkom, one of FWA telecommunication service providers, had launched Telkom Flexi. Telkom Flexi is a limited mobility service that is only limited to one area code. To be able to accommodate users with high mobility, PT. Telkom launched its product named FlexiCOMBO. Flexi COMBO enables users to mobile to three cities using three Flexi numbers, consists of 1 main number and 2 temporary numbers. In fact, FlexiCOMBO still have many problems in its operations. Therefore, PT. Telkom as the biggest telecommunication operator need to evaluate and improve their Flexi COMBO product to satisfy its costumers.

The methods applied in this FlexiCOMBO reseacrch are SERVQUAL and QFD. SERVQUAL method was developed by Parasuraman, Zeithaml, and Berry in their book *Delivering Quality Service* that is used to appraise services quality, while QFD method is a method to discover / to know deeper about the customers' requiremet or voice of the customers that will interpreted as the technical requirements and part deployment.

The research showed 15 necessities attributes resulted from voice of customers after some interviews that subsequency classified into six dimensions of qualities. The 20 attributes then interpreted into companies' technical requirement, subsequently it will be translated into more technical language that is Part Deployment. From the writer's exploration combine with brainstorming from the company 21 technical characteristics and 35 critical parts discovered.

The final outcome from SERVQUAL is in form of gap value between expectation and percieved quality from the customer, from which will be taken the biggest gap value to make improvement analisys, whereas the final result from QFD is in form of House of Quality matriks and Part Deployment matriks that shows the priority of each necessity attribute to make evaluation and analisys.

The research final result is a suggestion for product improvement of FlexiCOMBO that will be a recommendation for PT. Telkom to improve the quality of service of. FlexiCOMBO.

Key Words : Flexi COMBO, SERVQUAL, QFD