ABSTRACT

In the early 2007, PT. TELKOM tried to promote a payment TV service based on

Internet Protocol (IP) that is called IPTV. This service used to take advantage from present

telephone network with give addition to their service in the shape a payment TV service. The

beginning focus market is customers that have used SPEEDY service. Bandung region has

significant amount of SPEEDY customers, this big potential need to be balanced with technical

preparation and service maturity from company, so a real service design need to be made that

focus to customer wants and needs.

Examination done to IPTV prospective customer wants and needs, also need to be

considered technical factors from the company. Examination method that used is Quality

Function Deployment focus on voice of customers as measuring tool to view level of wants and

needs.

Based on data calculation, there are ten technical characteristic that have high

contribution and give high effect to customer needs for IPTV service that are, customer service

availability, clear procedure in network construction process, customer service ability to give

right information about what customers needed, active communication in form of equal

customer care for each new or old customers, clear and easy of way and procedure when do

payment process, there is standardization about reparation process on the customers side or on

the company itself, there is survey about customer needs, tight cooperation with channel

supplier, there is clear price setting appropriate with needs for IPTV service, and there are

certain service packs for network construction.

From this examination can be concluded technical factors that have relationship with

service that should be cared by the company because this factors can be used to determine

customer satisfaction for service and will give good effect for the company itself, which is for

increasing amount of loyal customer for this service.

Keywords: Quality Function Deployment, IPTV, Service

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