
ABSTRACT

Industrial growth of telecommunications these days progressively show the symptom of make-up of goodness in the form of product cellular and also infrastructure supporter medium that communications other. That matter is visible entry of new player making telecommunications industry will progressively writhe in 2008 and draw for investor. Cause, market for the product of telecommunications cellular still is big enough with the consumer amount non-stopped increase. A researching into to express from our state resident amount about 220 million soul that there be still about 80 million Indonesia consumer which not yet been touched by telephone cellular. This condition as opportunity for PT Bakrie Telecom, Tbk which can till the market. With the existence of attendance Esia indirectly grab the customer's new cellular as well as customers from operator of GSM and CDMA in Indonesia. As its anticipation is operator of GSM and CDMA do various step innovate to its product is good the than technological aspect and service and also offer some separate excellence. So that company has to pay attention to the strategy applying compete optimal pursuant to excellence of product attribute and its service.

Strategy formulations compete done by using approach of method of Quality Function Deployment (QFD), weight of entropy and theory of game of method simplex. Method QFD used to know the attribute which is made account of by consumer in chose prepaid technical respond as unrighteous action of management to increase quality of product and service Esia. For the priority of desire customers from company use the entropy weight. While to know the excellence of competitive Esia to its competitor that is Flexi Trendy and Fren used by theory of game of method simplex.

From this research result is got by 20 requirement attribute wanted by a customer. This attribute is later; then compiled by into formal questioner to be propagated so that knowing storey; level of importance and satisfaction of customer of Esia and mount the competitor satisfaction. The requirement attribute will be translated to technical of company of through process brainstorming that is its technical respond. From result brainstorming with the company got by 29 technical respond.

This research yield a recommendation in the form of strategy competes which can be done by Esia in veining with other prepaid pursuant to at synergy of method of QFD and game theory. From result assess the game show the pre-eminent Esia to its competitor with the attribute of conversation tariff in one same operator. While attribute getting development priority is reach of area and clearness quality voice with the priority of action of addition BTS, receiver and service cooperation pass by quickly operator.

Keyword : Esia, *Quality Function Deployment and Game Theory.*
