

ABSTRACT

The appearing of new companies at delivery service has become a threat for PT Pos Indonesia. In order to keep survive, PT Pos Indonesia have to make new improvements like improve the quality of service. But it is not enough to keep the loyalty and customer satisfaction. It is indicated by highly customer claims of Pos Express service, in April – July 2007 PT. Pos Indonesia had received 265 claims. Because of that, PT. Pos Indonesia has to improve the quality of service based on customer needs, one of them by using QFD (Quality Function Deployment) method.

QFD (Quality Function Deployment) which defined as a method for planning process and product or service developing that integrated voice of customer to its planning process hoped could be tool to develop Pos Express become a high quality service according to customer need and customer want. At this research, QFD method uses 2nd iterations. In the 1st iteration, voice of customer is an input to get technical characteristics, and then in the 2nd iteration, this technical characteristic will be an input to get the critical part for Pos Express service.

From the result of data processing, there are 15 attributes of customer needs for Pos Express, 23 technical characteristics and 30 critical parts for Pos express service. Based on the highest raw weight, it generate needs attribute that become priority of improvement that is the widely of coverage of destination (9.08), the fast of delivering (7.59), and the fast of claim handling (7.6). Technical characteristic that recommended for improve the performance based on highest column weight is Operational Vehicles (2.35), Standard of Delivery Service (2.19), Checking System (1.90). Otherwise, critical part that recommended for improve the performance is Type of Operational Vehicles (1.68), Operator Response (1.43), and Government Regulation (1.34).

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

Keywords: Quality Function Deployment (QFD), Pos Express