

## ABSTRACT

PT Telkom is one of company that moved in information and technology in Indonesia. This company provides many features, and one of those is Flexinet. Flexinet is a communication access to the internet gateway using packet data mode on Telkom Flexi's network. This access is using Packet Data Network (PDN) with standard speed of CDMA 2000-1x, which is about 30 - 70 KBps, and can be accessed mobile as long as there is Telkom Flexi's network. According to the data, Telkom's income from data and internet business increases. But, the Flexinet usage on April 2006 – April 2007 still decreases. This decrease seems like connected to the performance of Flexinet that has not optimum yet. It showed from the observation that done in 5 cities in Indonesia, that is Medan, Batam, Jakarta, Bandung, and Surabaya on Januari – April 2007. According to the observation, the success rate of internet access using Flexinet for national scale only about 38.97%, and for Bandung area only about 34.87%.

According to those problems, it is necessary to have an evaluation to improve the Flexinet's performance. This feature will be evaluated using the *Quality Function Deployment (QFD)* method, and the results will be used as recommendations to improve the performance. Through this method, the company able to know what things should be fixed.

On this research is obtained 15 quality needs and 1 tariff need. According to the results of tabulation and analysis, it is obtained 26 technical characteristics. According to the tabulation, also showed that the most important quality need for the customers is download, browsing, chatting, and streaming speed, and the customer need that has highest priority to improve is signal strength/signal power level. technical characteristics that has biggest contribution to the Flexinet's improvement is number of Base Station. According to the tariff need analysis, it is showed that there is a quite large gap between importance and existing performance, and the competitor's performance.

The final results of this research a recommendation of improvemet concept that prioritized according to the highest raw weight of customer needs. It is also gives improvement recommendation on tariff, to get a whole improvement of Flexinet.

Keyword : Flexinet, Improvement recommendation, *Quality Function Development (QFD)*.