

ABSTRACT

The rapid growth of technologies and information industries push the telecommunication business companies to not only endure their products but also the services too. PT Indosat as a telecommunication operator needs to preserve and improve service quality which suitable with the customers to give satisfaction and loyalty that can be proved by making customer services like Galeri Indosat. This service needs to evaluate by PT Indosat and then developed its service to improve service quality to create customer satisfaction.

This research used Quality Function Deployment (QFD) approach that can translate the voice of customer into technical characteristic and then combine both of them which drawn in House of Quality (HoQ) at 1st iteration. It will be continued by 2nd iteration to make Part Deployment matrix by entering technical characteristic which gotten from 1st iteration to get critical part from Galeri Indosat service.

From the result of the introduction interview, there are 35 attributes of customer needs for Galeri Indosat. Those attributes are arranged into questioner which spread to 202 respondents to find out the importance level and customers satisfaction to every necessity attribute of Galeri Indosat. Based on brainstorming with analyst from Indosat, there are 30 technical characteristics and 32 critical parts. And based on the highest raw weight, needs which would be priorities to be improved are the ease to reach Galeri Indosat (5.93), the CSR capability to give detail information/problem solving (5.90), the availability of CSR to serve the customers (5.87), CSR care with the customer problems (5.85), and the capability of CSR to communicate (5.84). Technical characteristics which is recommended to be improved based on the highest contribution value is evaluation with 4.896. The critical part which is recommended to be improved is the appropriate of training with score 2.25.

Based on the result of analysis, the recommendation of improvement then will be given to the company to improve the customer satisfaction, with the end result is to improve customers' loyalty about Galeri Indosat.

Keywords : Galeri Indosat, Recommendation of Improvement, Quality Function Deployment (QFD).