

## ABSTRACT

TELKOMFlexi is PT Telkom's product that included to fix wireless service using CDMA (Code Division Multiple Access) cellular technology. Although it use cellular technology, the license of TELKOMFlexi is fix phone because the service coverage of a Flexi number limited to a local area which have a single area code. FLEXI Trendy is a prepaid card from TELKOMFlexi that offers pleasure and speed on communication access. Nowadays, the increase of FLEXI Trendy's sales per year is high enough, but the churn level is high too. So, FLEXI Trendy's users amount per year has not any significant increase, moreover, it has a negative increase. Based on data took from PT. Telkom, there are complaints from consumers on networking problems to the servicing problems. The migration of Flexi's frequency from 1900 MHz to 800 MHz since June 2007 brings many problems on networking. (Source: Bapak Nunung, ASMAN Direct Channel PT. Telkom Kandatel Bandung). If this happen continuously then consumers will leave FLEXI Trendy, considering the tight competition in telecommunication business nowadays. At least it will inflict a financial loss upon the company, because it will miss both of potential consumers and loyalty of old consumers. Thus, an evaluation of FLEXI Trendy's performance is needed so then the improvement of FLEXI Trendy which answer consumer needs can be occurred.

This research use QFD (*Quality Function Deployment*) method and TRIZ (*The Theory of Inventive Problem Solving*) method. QFD method can be the qualified imrovement method for FLEXI Trendy's improvement because QFD is based on efforts to fill consumer needs. However, QFD just identified the voice of the customers and translate it into technical requirement of the product. QFD not able to create new concept on fill consumer needs which have contradiction to each other (Purba, 2006). So this is the part of TRIZ, that is to create new concept in fill the consumer needs which have contradiction to each other (Rantanen & Domb, 2002).

Based on data processing in this research, the result is 24 consumer need attributes of service quality and 5 consumer need attributes of tariff. Based on analysis process and data process, from 24 consumer need attributes, 25 technical requirements, and the problem solving of contradiction problems among technical requirements in co relationship part of HoQ matrix using TRIZ, the recommendation gived to 13 consumer need attributes with the highest raw weight value. Besides, it found out that there still a gap between the average importance value and the average satisfaction value of tariff attributes. Thus, the improvement in tariff side is needed to do so the improvement of entire FLEXI Trendy is occurred.

From analysis results, it finally give the recommendation of FLEXI Trendy improvement so it can increase the satisfaction level of the consumers and at least it can increase the consumer's loyalty level.

Key words : Recommendation, Improvement, Flexi Trendy, QFD, Quality Function Deployment, TRIZ, TIPS, Quality