

## ABSTRACTION

Customer satisfaction measurement is an important element to provide more efficient, more effective, and better service. Customer's satisfaction is a condition where customer's needs, hopes, and wills are fulfilled. A service called satisfy if it can fulfill the customer needs and hopes. To achieve customer's satisfaction, Indosat provide customer service. Indosat Kediri want to satisfy the customers by improving their customer service. About 50-100 Indosat's customers come to Indosat galeri at Kediri per day, 6-8% per day are complaining. Those value indicates that the performance of customer service need more attention.

The improvement of Indosat's customer service was using Quality Function Deployment (QFD) method because this method can show the detail about what technical characteristics should be developed or improved to improve the quality of Indosat's customer service. In this final project, QFD method was conducted until 2<sup>nd</sup> iteration: Part Deployment Matrices. In the 1<sup>st</sup> iteration, voice of customer is an input to get technical characteristics. Then, in the 2<sup>nd</sup> iteration, this technical characteristic will be an input to get the *critical part* for customer service of Indosat.

From the result of data processing, there are 18 attributes of customer needs for Indosat's customer service, 19 technical characteristics and 23 critical parts for Indosat's customer service. Based on the highest *raw weight*, some attributes that need to be given priority for improvement are the employee's ability to understanding and getting the solution of customer's problems (6.372), employee's alacrity to handle the problems (6.274), employee's skill communication with customers (6.331), employee's skill to explain product's information that easy to understanding by customers (6.113), and employee's hospitality (5.190). Technical characteristic which is recommended to be improved based on the highest contribution value is employee's skill level on serve the customer (5.08), while the critical part which is recommended to be improved is procedure and clarity of information (2.959).

From the result of analysis, recommendation for improvement then will be given to the company to improve the customer satisfaction, with the final result is to improve customers' loyalty.

Keyword(s): Recommendation of Improvement, Customer Service, QFD (Quality Function Deployment).