

ABSTRACT

Smart is Smart Telecom's cellular service and included to fix wireless service using CDMA (Code Division Multiple Access) cellular technology. Smart serve requirement of good communications in voice and also data by giving best solution to customer and give adapted solution with special requirement which owned by corporate customer. Since the early Smart moving in frequency 1900 Mhz, so that in give an service Smart must giving additional service like bundling handset because the difficulty in getting handset on that specification.

In their service, Smart frequently get complains from their customer, either from service network side and also from their customer service. If this happen continuously then consumers will leave Smart, 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. Thus, an evaluation of Smart performance is needed so then the improvement of Smart cellular 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 improvement method for Smart cellular'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 21 consumer need attributes of service quality and 5 consumer need attributes of tariff. Based on analysis process and data process, from 21 consumer need attributes, 26 technical requirements, and the problem solving of contradiction problems among technical requirements in co relationship part of how matrix using TRIZ, the recommendation give to 10 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 gives the recommendation of Smart cellular 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, Smart, QFD, Quality Function Deployment, TRIZ, Quality