

ABSTRACT

Telkomsel Cash (T-Cash) is a *mobile wallet* service where we use a cell phone like a money store wallet (*digital cash*) categorized on *Alat Pembayaran Menggunakan Kartu (APMK)*. There is still a low amount of *T-Cash* transaction up until this moment. Therefore, there should be a continuous improvement and *mobile wallet (T-Cash)* service evaluation on Telkomsel based on customer complaints on this area of service. This activity is used to make an improvement of *mobile wallet* product so that it can fulfill the customer's need and want.

The method that is used on this research is called QFD (*Quality Function Deployment*). Its ability to increase customer satisfaction is derived from tendency to consider customer's need and want, based on technic carasteristic of the developed product (*Harsokoesoemo, 2004 : 50*). That kind of condition can stimulate Telkomsel to design a product that suitable with customer's needed. There are 223 respondent participating on this research using *jugment sampling* as a sampling method. We have 33 variables of customer's need on service quality and 9 variables of rate need and minimum access quantity, taken from the result of data processing. There is a technical characteristic that has the highest contribution value based on 33 variables of need, 19 technical response, 36 critical part, 52 critical process and recommendation. In addition, a gap between importance rate average and customer satisfaction is still occur as a result. A benchmarking also took a part on this research, which take *Central Asia Bank Debit Card* as a product to be compared.

The improvement recommendations for T-Cash is given on the final data analyze in order to gain a customer's satisfaction that will lead to the appearance of customer loyalty.

Key words : *T-Cash, Mobile Wallet, QFD, Quality Function Deployment, Product Improvement*