

ABSTRACT

The development of telecommunications technology in the rapidly developing which causes the emergence of many operators both mobile and fixed operators competing phones to dominate the market. TELKOMFlexi is one of the company's mainstay business pillars (PT Telkom) in the field of fixed wireless access (FWA) using cellular technology CDMA (Code Division Multiple Access). TELKOMFlexi as telecommunications service providers need to maintain and improve the services provided in accordance with customer needs so that customers feel satisfied so they can increase customer loyalty and even increase the number of customers, namely the improvement of Flexi Trendy services.

Flexi Trendy service improvements in this study carried out by using the method of Quality Function Deployment (QFD). In this method, translated voice of customer into the technical language of the technical characteristics and combines the voice of customer and technical characteristics are reflected in the House of Quality (QFD iteration 1st). The next iteration is 2nd, which is making Part Deployment Matrix to include the technical characteristics obtained from iteration 1st to get a critical part of the service Flexi Trendy.

Based on the results of preliminary interviews, obtained 24 attributes of customer demands for service Flexi Trendy. Next from the attributes - attributes that have been obtained is then inserted into the questionnaire distributed to 202 respondents to determine the level of interest and level of customer satisfaction for service Flexi Trendy. From the results of data processing in this study, 18 acquired the technical characteristics and critical parts for 23 Flexi Trendy services. Based on the value of the highest weight obtained raw attribute that needs improvement will be a priority, that is, no dropped calls when calling (11.76), the active card (11.34), ease of activation Flexi Combo when out of town (10.49), no SMS delay (9.38), and the promo fares Flexi Trendy (9.38). Technical characteristics recommended for improved and enhanced based performansinya highest contribution value is the number of BTS to the value of contributions for 3.900. While the recommended critical part to note is that the number of customers with value handle contributions of 2.401.

Based on the results of data analysis can be given a recommendation to the Flexi Trendy design concept of Flexi Trendy service improvements in order to enhance customer satisfaction and loyalty to the service Flexi Trendy.

Keywords: Flexi Trendy, Proposed Improvement, QFD (Quality Function Deployment).