

## ABSTRACT

Telecommunication service industry is a sector that growing in Indonesia. This is evidenced by the significant increased number of mobile phone users in Indonesia every year. PT TELKOM is one of the largest telecommunication provider in Indonesia that provides services in the telecommunications sector. Until now PT TELKOM's customers continue to increase in line with the continuously growing number and types of services that provided by PT TELKOM.

Plasa TELKOM is the outlet / services belonging to PT TELKOM, is fully managed by PT TELKOM or with the partner company. Plasa TELKOM intended for customers and prospective customers who want to serve directly (face to face). At the Plasa TELKOM provided in a variety of information related to products, services, and also on the needs of the product. Based on the internal measurement of customer satisfaction has been a decline in customer satisfaction from the 87.61% to 58.81%. Therefore needs evaluation of Plasa TELKOM service so that customer satisfaction increases.

Research was conducted by using servQual method and QFD with searching the needs attribut to be a priority of improvement with see the level of interest and customer satisfaction for the services provided. After that repair will be done by using QFD to get the critical part which should be prioritized for maintenance.

From preliminary interviews found that 30 attributes desired by Plasa TELKOM customers. then 30 needs Attributes that on the interview translated into 28 technical characteristics after barinstorming with the Plasa TELKOM analyst. There are 5 technical characteristics that contribute most to the fulfillment of the needs of the attribute: Frequency of cleaning Plasa TELKOM (Contribution = 1.2986 or 12:36%), Level of CSR ability to serve customers (0.914 or Contribution = 8.70%), the amount of training to employees (Contribute 0.822 or = 7.83%), length standard of time queue (Contribution = 0.769% or 7:32), Standard length of time service in the Plasa (Contribution = 0.687 or 6:55%). From 28 of Critical part there is 5 critical part which give the largest contribution to the fulfillment of the needs of the attribute . There are type of training that given to employee (Contribution = 14,735 or 1487%), the amount of cleaning service (Contribution = 11,015 or 1112%), number of customer visits average (Contribution = 0.8359% or 8:27), Time to solving problem (Contribution = 0.725 or 7.1814%), average queue time (Contribution = 0.658 or 6.5261%).

Based on the results of the analysis and data processing carried out on the 30 attributes of the needs, 28 of the technical characteristics , and 28 characteristic part, the recommendations can be given to design of development services to improve the quality of service, in order to achieve customer satisfaction and loyalty in the midst of a climate of competition .

Key words: Recommendation of improvement, PLASA TELKOM, QFD (Quality Function Deployment).