Deployment. Pada Iterasi 1 *voice of customer* menjadi inputan untuk mendapatkan karakteristik teknis selanjutnya pada iterasi ke 2 karakteristik teknis ini akan menjadi inputan untuk mendapatkan *critical part* dari layanan Internet *Broadband* Xl. Dari hasil pengolahan data pada penelitian ini didapat 13 atribut kebutuhan konsumen terhadap layanan Internet *Broadband* XL, 14 karakteristik teknis dan 21 *critical part* untuk layanan Internet *Broadband* XL. Berdasarkan nilai *raw weight* tertinggi, diperoleh 5 atribut kebutuhan yang memiliki nilai *raw weight* tertinggi yang akan menjadi prioritas perbaikan yaitu : Koneksi internet tetap terjaga (8.97), Informasi (perbanyak promo) (8.36), Kecepatan harus stabil (8.08), Sinyal kuat (7.64), dan Perbaikan jaringan yang cepat (7.24) Dari hasil analisa akhirnya akan diberikan usulan perbaikan layanan Internet *Broadband* XL sehingga dapat meningkatkan kepuasan konsumen dan pada akhirnya dapat meningkatkan kesetiaan pelanggan Internet *Broadband* XL

Kata kunci : Usulan Perbaikan, Internet *Broadband* XL , QFD (*Quality Function Deployment*).

ABSTRACT

Consumptive level of the public to information from recent years is likely to increase, it is also the impact of increased use of Internet services that have become staples in the community. It is estimated that this increase significantly from year to year, for example, is the number of Internet subscribers in Indonesia amounted to 2 million in 2000 to 25 million people in 2008, and the latest information in 2009 noted that Internet users in Indonesia is 35 million person. And the new report in 2010 that been record show that the internet user in Indonesia approximately 39,1 million user.

Saw significant growth is certainly the telecommunications service operators vying to seize any potential market that exists. Looking at these developments, it can be taken into consideration to do research on XL Broadband Internet service to find out consumers' expectations of quality service and quality of services provided from the eyes of consumers. By using the method of Quality Function Deployment (QFD) and the dimensions SERVQUAL, PT. XL Axiata can make an improved quality of services tailored to the needs and desires of consumers

Improving the quality of XL Broadband Internet service, in this study carried out by using the method of Quality Function Deployment (QFD). Quality Function Deployment method was chosen because it can show in more detail the technical characteristics that can be developed / improved in order to improve the quality of

XL Broadband Internet services. With QFD method, companies can also find out the voice of the customer or the desire of customers obtained through interviews and questionnaires distribution

The results of these interviews to be translated into more technical characteristics. In this research, QFD method is done until the Iteration 2: Part Deployment Matrix. In the first iteration of voice of customer into the technical characteristics of the input to get further on into the second iteration of this technical characteristics would be input to get a critical part of XL Broadband Internet services. From the processing results of this study obtained data on 13 attributes of consumer demand for Internet services Broadband XL, 14 technical characteristics, and 21 critical parts for XL Broadband Internet services. Based on the raw value of the highest weight, obtained by five attributes that have a need for the raw value of the highest weight that will be a priority improvements are: Internet connection is maintained (8.97), Information (multiply promo) (8:36), speed must be stable (8:08), strong signal (7.64), and rapid tissue repair (7.24) From the analysis of the proposed improvements will ultimately be given XL Broadband Internet service so that it can improve customer satisfaction and ultimately increase the loyalty of Internet Broadband XL users.

Key words: Proposed Improvements, Internet, XL, QFD (Quality Function Deployment).