

ABSTRACT

The growth rate of internet users high will spur competition among company of ISP (internet service provider). Therefore, ISP companies need a better quality of service and suit to the needs of internet users. Good quality of service to be the center of attention for the company as one of the strategies to be able to retain eksisting customers and acquire new customers as well as an advantage against competitors. Thus, the quality of service has a very important role for the success of service company.

Based on data from the Division of Telkom Flexi unknown customer who went on to become an active customer Flexi Mobile Broadband service in comparison with the total number of service activation Flexi Mobile Broadband every month low. This was caused by customer dissatisfaction of the performance of Flexi Mobile Broadband services. This is evident from the large number of complaints from users Flexi Mobile Broadband. For example, in October-November 2012 in Jakarta, there were 1378 complaints about the performance of Flexi Mobile Broadband service.

Flexi mobile broadband service quality improvement in this study were calculated using the Quality Function Deployment (QFD). QFD method was chosen because it can show more detail the technical characteristics that can be developed / improved in order to improve the quality of Flexi mobile broadband service. With this method, the company can know the voice of the customer or the desire of customers obtained through interviews and questionnaires. The result of this interview will be translated into a more technic. on this research, QFD method was conducted until Iteration 2: Part Deployment Matrix. In Iteration 1 voice of the customer be input to obtain further technical characteristics on the second iteration of this technical characteristics would be input to get the critical part Flexi mobile broadband service.

The results of this study obtained data on 22 attributes to consumer needs Flexi mobile broadband services, 29 technical characteristics and the 41 critical parts for Flexi mobile broadband services. Based on the highest raw weight, obtained by five attributes that needs to have the highest raw weight that will be a priority for improvement, namely: The speed of accessing website (7.41), quality of the received signal (7.39), a broad signal range (7,18), ease of installation and internet settings on the modem (6.95), and the data download and upload speeds (6,10). From this analysis will finally be given the proposed improvements Flexi mobile broadband services, thereby increasing customer satisfaction and ultimately increase customer loyalty Flexi mobile broadband.

Keyword : Proposed improvements, Flexi mobile broadband, QFD