

ABSTRACT

The growth rate of CDMA users high course also spur competition among operators of CDMA. Increasingly strong competition between operators of CDMA definitely need quality services that better, too. Providing good quality services to consumers must be the center of attention for every company or organization as a strategy for success and stay alive in the competitive environment of cellular operators. Thus the quality of services have a vital role to the success of service businesses.

PT Indosat, Tbk. already has a significant position in the Indonesian telecommunications world in the face of competition between CDMA operators. But in fact based on information already collected by the Brand Management division StarOne from various sources, it is known that until the beginning of 2010 in Indonesia, the number of subscribers of Indosat StarOne as many as 698 000 subscribers, Telkom Flexi from as many as 16.522 million subscribers, and Bakrie Telecom's Esia from as many as 10 719 000 subscribers. StarOne actual number of subscribers could still grow if PT Indosat is more focused on managing and improving the quality of StarOne CDMA service.

StarOne CDMA service quality improvement in this study were calculated using the Quality Function Deployment (QFD). Quality function deployment method was chosen because it can show more detail the technical characteristics that can be developed / improved in order to improve the quality of StarOne CDMA 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 teknis. Pada characteristic of 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 StarOne CDMA service.

The results of this study obtained data on 21 attributes to consumer needs StarOne CDMA services, 29 technical characteristics and the 23 critical parts for CDMA 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: customer service who want to try to help the customer (7.74), ease in contacting fellow number operator (7.65), ease of sending an SMS is not Pending (7:55), ease of activation Exploration (7:41), and clarity of sound (7:38)

From this analysis will finally be given the proposed improvements StarOne CDMA services, thereby increasing customer satisfaction and ultimately increase customer loyalty CDMA StarOne

Keywords: Proposed Improvements, CDMA StarOne, QFD (Quality Function Deployment).