

## ABSTRACT

PT Telekomunikasi Indonesia, Tbk. (TELKOM) is the company's business organizer TIME (Telecommunication, Information, Media and edutainment) in Indonesia. One PT.TELKOM services are Telkom - Speedy. Telkom-Speedy is the product name of the Internet Access Service End to End of PT.TELKOM with technology base Asymmetric Digital Subscriber Line (ADSL), which can deliver voice and data over a single telephone line with a speed that is secured in accordance with the service pack that was launched from the modem sd Bras (Broadband Remote Access Server).

Speedy development in the study were selected Quality Function Deployment method because it can show in more detail the technical characteristics that can be developed to improve product quality Speedy. With QFD method is also 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 diterjemahan into more technical characteristics. In this research, QFD method is carried out until at Iteration 2: Matrix House of Quality and Part Deployment Matrix. In Iteration 1 voice of customer into the technical characteristics of input to get further in the 2nd iteration of this technical characteristics would be input to get the critical part of Speedy.

From the results of this study, 19 attributes desired needs of customers. These attributes are then compiled into a questionnaire for distribution to know the level of interest and customer satisfaction on each attribute needs to Speedy. The attributes that need to be translated into technical language that is characteristic of technical companies. Further technical characteristics will be translated back into a more technical language that is critical parts. From the result of brainstorming with the technical characteristics of the company obtained 26 and 31 critical parts. Based on the highest raw weight, 5 attributes that needs to have the highest raw weight that will be a priority fix that: A good cable networks (10:28), Impaired fast speedy handled (9.95), speedy Internet access with high speed (9:32, Maintainance cable network on a regular basis (8.88), ease of connectivity when bad weather (8:57).

From the analysis will eventually be given Telkom Speedy service improvement proposals in order to enhance customer satisfaction and ultimately increase customer loyalty Telkom-Speedy.

***Keywords: Speedy, QFD (Quality Function Deployment).***