

ABSTRACT

Development and information technology world today is so rapid progress that makes the businessmen, especially in the field of telecommunication and information to increase the improvement and development in providing services to customers. Improvement of information and telecommunication service one service Call Center 147 is a service that connects the customer with PT Telkom as a provider of information. Based on a preliminary survey of customer satisfaction level of the Call Center 147 service users were dissatisfied customers is 63% compared to satisfied customers only 37%. Based on the problems and the fact is that PT Telkom requires an evaluation of customer satisfaction on service call center 147. This evaluation is needed for Call Center 147 in Bandung areas continue to provide services that match customer needs so that the problem of the repeated complaints by customers can be resolved completely.

This research was conducted using SERVQUAL and QFD method by looking for attributes that will be a priority need for improvement by looking at aspects of interest and customer satisfaction levels of service offered. After that will be improved by using QFD to obtain critical parts that should be prioritized for repair.

Based on the research there were 5 of the technical characteristics that have the greatest contribution to the fulfillment of needs, namely: level of ability in serving the customer service officer (4.119), The success rate of delivery of information (1.923), service workers knowledge about the service user complaints (1.342), Standardization time services (1019), level of knowledge operators know what type of interference (0.89). And for the value of critical parts alone there are 5 values that have a critical part of the largest contribution to the fulfillment of needs, namely: Standards of service (3.151), level of knowledge operators (1.78), average time of service (1.57), and speed follow-up of officers' engineer operators (1.038), Type of customer complaints (0.764).

Based on the analysis and data processing results then obtained a recommendation for improvement so as to improve the quality of services provided by PT Telkom is to service call center 147. And to further research for more attention to the planning process of how the proposals submitted to note the improvement process and with regard to service planning for the proposed improvements that can be given more detailed look at the implementation as well and can't directly by the companies for the same problem doesn't happen again.

Key words: Proposed improvements, Call Center 147, QFD (Quality Function Deployment).