

ABSTRACT

The advanced technological development and e-mail has made people being more critical in response to the information and communication technology. One of the reasons is increasingly demand to obtain the qualified good and service. The Post Office is an organization with special characteristic to provide the customer service. In this case, the service is a sensitive issue, thus the management must be able to provide the optimum service. The mobile post is a model provided by PT Pos to approach the customer. The provided service, however, do not accomplish the customer demand comprehensively.

In order to improve of qualified service the City Mobile Post arranged by using of Quality Function Development method. It is a technique used to interpret or identifying customer demand into service characteristic and considering management capability for accomplishment. Matrix of QFD describes on customer demand in detail that it makes possible to the management in analyze a multidimensional information. Thus it expected that the study will improves of qualified service given and improves of customer service.

The study has begun with a customer satisfaction assessment on service by using SERVQUAL method. It is developed by Zeithaml (1990) and used especially to the provided service. The method characterizing the qualified service into the 5 dimensions involving tangible, responsiveness, reliability, assurance, and empathy. The identification of qualified service dimension is arranged by direct interview to the customer of City Mobile Post and brainstorming.

The next phase is questionnaire distribution to 200 customers in find out the value of importance level and satisfaction of 30 attributes of demand as the improvement object in the post service. In data processing, obtained technical characteristics that including in first iteration QFD as the main priority to developments involves standardized service, official professionalism, training and education staff, competent human resource and knowledge on information of post. The priority do not based only to the largest value, but as the unreachable target by management.

The next phase is second iteration of QFD—part development. It is a subsequent of previous technical characteristic. In this phase obtained a development priority with highest value—responsiveness in customer demand, routinely monitoring frequency by the leader, standardized service, investment availability, and effectiveness in using of a sophisticated instrument.

In order to solving problem in city mobile post, issued a sustainable recommendation to the service improvement. It is given by output analysis result of HOQ and critical part. As it known that in determine of standardized service the management must considering rapid handling to the customer demand in order to accomplish it as soon as possible. Moreover, to improve of professionalism the staff there is must be a routinely monitoring by the leader to makes the policy and procedures minded. By implement the whole recommendation, it expected that implementation can gives the optimum service in satisfying customer in consistent thus will create the loyal customer to the Mobile Post.

Key words : Service, SERVQUAL, Quality Function Deployment (QFD)