

ABSTRACT

SERVICE QUALITY IMPROVEMENT OF T-CASH IN BANDAR LAMPUNG USING QUALITY FUNCTION DEPLOYMENT (QFD)

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Telkomsel Cash (T-Cash) is a mobile wallet service that allows a cellphone to be functioned like a money storage. Currently, the number of customers of T-Cash is still quite low compared to the company target. Therefore, Telkomsel needs to continually create improvements and evaluations of T-Cash as an effort to increase the T-Cash performance that can meet customer needs and wants.

This study uses Quality Function Deployment (QFD) as the product development method. Quality Function Deployment (QFD) is a product development method to define the specification of the customer needs and wants, and to evaluate the product capabilities to meet the needs and desires of the customers (Cohen, 1995). The respondents used in this study are 63 respondents in Bandar Lampung that have used T-Cash and Duit Pos as the competitor. From the data processing, this study obtains 22 attributes of voice of customers that consists of 9 attributes of responsiveness dimension, 6 attributes of tangibles dimension, 7 attributes of communication dimension, 28 technical responses, and 18 critical parts. Based on the analysis, recommendations are given to the technical responses that have high contributions score and also considering the product benchmarking of Duit Pos Multiguna to enhance customer satisfaction and ultimately increase customer loyalty. The proposed improvements given to Telkomsel are: to conduct service trainings, additional types of information media and additional types of information provided by Telkomsel. This study produces the Voice of Customer from servqual dimensions which are responsiveness, tangibles and communication that can meet the customer needs and to provide the recommendations according to the priority needs.

Further research can be done until the 4th iteration of QFD, can use other Servqual dimensions which are reliability and assurance, and also considering the cost aspects to provide better input for the company.

Keyword : T-Cash, Service, Quality Function Deployment (QFD).