

ABSTRACT

Telkomsel Flash as a mobile broadband service owned by PT Telkomsel is one of the alternatives Internet Service Provider in Indonesia. However, as the strict competition in the field of mobile broadband service today, Telkomsel Flash has the need of anticipation action, in particular by developing the current quality service of Telkomsel Flash.

This objective research is to determine the improvement recommendations for Telkomsel Flash prepaid service according to the customer needs in order to increase the customer satisfaction. The research method is using Quality Function Deployment (QFD). The research consist 15 attributes of the mobile broadband customer needs which performances are measured by customers according to the level of importance and satisfaction. After that, the attributes that need to be prioritized are set to improve the quality of Telkomsel Flash mobile broadband service in the future.

Regarding to the measurement results of 15 performance need attributes, there are 5 attributes of Flash Telkomsel mobile broadband services where performances are below the competitors performance. The five attributes are stable access speed, the quota limit (fair usage) are great, the availability of usage history, accuracy of billing, and call center alertness. So that, it requires the improvement of the quality Telkomsel Flash mobile broadband services.

The determination of recommendation programs are made in order to improve the Telkomsel Flash quality service. The recommendation programs are determined according to the results of data processing, analyzing, brainstorming on the company and performing a relevant benchmark with the company's competitor. The proposed recommendation programs in this research are improvement of Base Transceiver Station (BTS) speed capacity, reduction of home subscriber user, addition of BTS numbers, improvement of Radio Network Controller (RNC) speed capacity, improvement of Serving GPRS Support Node (SGSN) speed capacity, addition of RNC numbers, addition of SGSN numbers, and addition of customer service and call center operators.

Keywords : QFD, Quality Function Deployment, *mobile broadband*.