

ABSTRACT

TELKOM is the biggest company in Indonesia as a provider of information and communication services in telecommunication of networks. Speedy is a service of internet access via phone line that can be used simultaneously with the internet access. The research was conducted in TELKOM DCS Singaraja area which is one of TELKOM's coverage area include: Singaraja, Negara, Tabanan, Gianyar, Klungkung, Bangli, Karangasem. This study aims to improve the quality of services TELKOM Speedy DCS Singaraja Area by knowing what the customer needs so that customer's needs can be fulfill and customer satisfaction can be increased. Customer's needs that can change any time makes TELKOM Singaraja Area DCS must be more responsive in order to resolve customer satisfaction and customer's loyalty increases to TELKOM DCS Singaraja area.

Knowing the customer's needs they designed the business processes to improve the quality services. In this research, the design of business process quality improvement is using reengineering clean sheet approach method. Business processes are designed based on the method of Quality Function Deployment (QFD) in order to translate the customer needs into a product design that has a technical requirements and characteristics of a certain quality. The design is done through several stages contained in reengineering clean sheet approach, that are : understanding the existing process; creative ideas; designing process and validation. Business processes proposal are designed integrates with information systems using the Prototyping method. During the designed of information systems, we always consulted it with the TELKOM DCS Singaraja to get the proposed design of accordance with wishes and needs of the company.

Results of the research are the design of the proposal business process of improvement services TELKOM Speedy DCS Singaraja Area and the design of information systems QFD that help in the Voice of Customer (VoC) process to draftt a questionnaire and the results of the questionnaire in the QFD process be a recommendations of improvement on the quality of service Speedy TELKOM DCS Singaraja Area. QFD information systems can be used continuously so TELKOM DCS Singaraja Area can perform business process quality improvement continuously to fulfill the customer needs which may change any time.

Keywords: QFD (Quality Function Deployment), Reengineering, Information Systems, Quality of Service.