

ABSTRACT

Nowadays, online promotion through social media increase rapidly. Speedyjatengdiy is an online promotion program using facebook application owned by Marketing Unit of PT Telekomunikasi Indonesia Divre IV. However, along with intense competition in the field of online promotion services, PT Telkom needs to anticipate, by developing quality service to support speedyjatengdiy as an online promotion program that has been implemented.

This objective research is to formulate improvement recommendations for speedyjatengdiy services according to the needs of customers in order to increase customer satisfaction. The development or service quality improvement of speedyjatengdiy, can be done using the method of Quality Function Deployment (QFD). This method is one technique used to translate customer needs into the service characteristics and to consider the company's capability to fulfill it.

The first stage in the improvement of service quality speedyjatengdiy is to identify customer needs by conducting interviews. From interviews , there are 10 attributes which are then grouped based on the dimensions of Electronic Service Quality. Then, the next stage is to distribute questionnaire to the 60 customers who had used the speedyjatengdiy and also smartfren as a competitor to find out the level of importance and satisfaction of 10 attributes that have been obtained from interviews.

The determination of recommendation programs are made in order to improve the quality of speedyjatengdiy. The recommendation programs are determined according to the results of data processing, analyzing, brainstorming with the company as well as benchmarking of competitors. The proposed recommendations in this research are making complete company's identity in social media, making the planning timeline related to update content of promotional products every 4 months, determining job program for admin of social media services in accordance with company standards, setting the responsive action to customer through multi-channel media, selectinf Uniform Resource Locator (URL) which is appropriate for the site in order to optimize Search Engine Optimization (SEO), and preparing technical strategy for website maintanance to optimize Search Engine Optimization (SEO) and Social Media Optimization (SMO).

Keywords : QFD, Online promotion, Electronic Service Quality.