

ABSTRACT

In this time, distribution of Telkomsel product is made through an authorized dealer. PT Agrabudi Komunika is one of Telkomsel authorized dealer that distributes product to outlets in Kabupaten Bandung Barat area. PT Agrabudi Komunika must be able to formulate the best system of canvassing to win the competition with dealers from other operators. Canvassing system is the service system directly to outlets through canvasser which is include selling, promotion, distribution product, and education.

The aims of this research is to develop canvassing system quality at PT Agrabudi Komunika using Quality Function Deployment method by knowing attributes that is needed by outlet. This research identify 13 outlet needs which is used to measure existing performance of the company and its competitor according to outlet opinion. After that, researcher is determined the attributes that need to be prioritized in the development of canvassing systems quality .

Regarding to the measurement results of 13 performance need attributes, there are 8 attributes of canvassing system PT Agrabudi Komunika where performances are below the competitors performance. There are availability of a loyalty program for the outlet, ease of ordering system and procurement of products, speed in product procurement, speed in response to outlet complaints, communication ability of canvasser, mastery of product knowledge by canvasser, canvasser who visit regularly, and canvasser contacted. In order that, required the development of canvassing systems quality in PT Agrabudi Komunika.

The determination of recommendation programs are made in order to improve canvassing system quality at PT Agrabudi Komunika. 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. Recommendation of this research are formulate a loyalty program, extend ordering time, increase the reporting frequency of product availability, checking SIM card, and outlet sales, speeding up the handling of complaints outlet, formulation of training programs for the canvasser, increase the frequency of canvasser visits to the outlet by increasing the minimum number of outlets are visited everyday, give the canvasser pocket book, accelerate time to respond outlet, and reduce the number of outlets that are served by one canvasser.

Keywords : QFD, canvassing system, service quality development, sales management