

ABSTRACT

Flexinet as mobile Internet access service is owned by PT Telkom Flexi is an internet service based on CDMA (Code Division Multiple the Access). Flexinet currently using the technology of Evolution Data Optimized (EVDO) Rev A with speeds up to 3.1 Mbps. The Growth of internet users in Indonesia increases every year, that is good opportunities for PT Telkom Flexi to exploit market demand, but with a strict competition in internet services, especially CDMA, PT Telkom Flexi need to develop the quality of services to win the competition in this service.

This research purposed to formulate improvement recommendations Flexinet prepaid service according to voice of the customer to increase customer satisfaction. This research method is using Quality Function Deployment (QFD). This method is one technique used to translate customer needs into characteristics as well as take into consideration the company's ability to realize those needs.

The first stage is to identify customer needs by interviewing methods. From interviews in the can 16 attributes which are then grouped according to the needs of the proximity to the dimensions of service quality into account. Then spread the questionnaire as much as 85 to customers who had used the service and also Connex services from Smartfren as competitors to determine the level of importance and satisfaction scores of the 16 attributes of the needs that have been obtained from interviews. The scaling attribute needs to be done on the characteristics of QFD 1st iteration then selected 10 based on the ranking of technical characteristics and targets which will continue on QFD 2nd iteration.

Formulation of recommendations complied to improve the quality of service Flexinet. Recommendations are designed based on the results of data processing, analysis, brainstorming with the company and do benchmark of competitors. The Recommendations that suggested in this research are the addition of BTS number, an increase in call set up success ratio, decrease the capacity of customers per cell, upgrade bandwidth capacity, increase the capacity of BTS, increase in Signal to Noise Ratio (SNR) margin, the addition of warning media disruption, increased monitoring of employees customer care, improving network monitoring, increased frequency of training, upgrading knowledge, evaluation of customer care employees, addition outlets Flexi customer care, manual addition of media to display information, reduce step of activation service, addition of frequency manually update the content of information services.

Keywords: QFD, Quality Function Deployment, Flexinet