

ABSTRACT

Telkomsel is one of the companies mobile telecommunications operator in Indonesia. Besides providing voice and SMS services, Telkomsel also provide data services to its customers. Data services is a service that has been predicted by the Indonesian Cellular Telecommunications Association (ATSI) will be a priority for all mobile telecom operators due to the growth of data services customers rapidly. However, Telkomsel does not have a good mechanism in making quality improvement of data services based on customer needs. In this research, redesign business process to improve the quality using the reengineering clean sheet approach for the method. Business processes are designed based on the method of Quality Function Deployment (QFD) in order to translate customer needs into a product design that has the technical requirements and characteristics of a certain quality.

The design through with several stages contained in reengineering clean sheet approach, that is : the understanding of existing processes; creative ideas; design and validation process. The proposed business process integrated with an information system that is designed using the Prototyping method. During this design process always consult with Telkomsel to find the proposed design according to the wishes and needs of the company.

The results of this research is the design of the proposed business process improvement Telkomsel data services and an information systems that helps in processing the Voice of Customer and results of the questionnaire in QFD to be a recommendation for the quality improvement of data services on the Telkomsel. Information sytem of QFD can be used continuously so Telkomsel can implement the business process with periodically and continuously for fulfill the customer needs that always changing.

Keywords : Reengineering, Service Quality, Quality Function Deployment, Information System