

## **ABSTRACT**

*Prepaid cellular market in Indonesia has been grown rapidly from years to years. It can push service providers to get many profit by selling their services. One of that service is premium Short Message Service. In 2011 there are so many problems that happen to the Premium SMS. This encouraged the government to make a revision of Communication and Informatics Minister Decree Number 1 Year 2009 about Premium Service Business and Short Message Service Broadcast.*

*The revision contains 44 clauses, and all of these clauses still need to be reviewed whether it gives enough protection to the customers or not.*

*This research wants to do review on that revision manuscript. Data collection was conducted by interviewing 30 prepaid service customer respondents to get the Voice of Customer (VOC) and can identify 19 attributes. This research was followed by a survey using questionnaires on 202 prepaid service customers in Bandung to get the importance degree and the satisfaction degree on the 19 attributes. The measure of customer satisfaction shows that the gaps for all of the attributes are negative. It shows a low level of customer satisfaction.*

*The next step is identification of all technical characteristics. The first phase of QFD iteration earned 24 technical characteristics. By analyzing the relationship between the technical characteristics, identification of technical competitive - target, and attribute improvement concepts, the concept of the proposal revision has been created, and all the concept make a regulation revision manuscript of Communication and Informatics Minister Decree Number 1 Year 2009 has been created.*

*Keywords: QFD, service quality, SMS, regulation*