ABSTRACT

The development of information and technology has given impact to the financial sector, with the advent of the money delivery system (money remittance) that facilitates workers to send money and also become one of the emerging business in Indonesia. PT. Telkom is one of companies that develops a money remittance business in the Indonesian market with Delima service. Competition in money remittance business in Indonesia is very tight, with other competitors such as Western Union, Pos Indonesia, and Telkomsel T-Cash are competing for market share.With intense competition this time, PT. Telkom should be able to develop the quality of their existing services.

This study is purpused to formulate recommendations of Delima services quality development according to customer requirements to increase customer satisfaction. This study used Quality Function Deployment as the method. This study identified 12 attributes of customer needs that measured its performance based on the level of interest and customer satisfaction.

Based on the results of performance measurement of 12 attributes, there are 6 attributes of Delima Service whose performance is below the competitor's performance. From the 12 attributes of existing needs, then determined 14 technical characteristics which are then processed in QFD 1st iteration. The results of QFD 1st iteration are in the form of 11 technical characteristics based on ranking and target which then will be continued on QFD 2nd iterations to became 14 critical parts.

Formulations of recommendations is designed to improve the quality of Delima service. Recommendations are designed based on the results of data processing, analysis, brainstorming with the company and benchmarking to competitor. The recommendations that sugested in this research are increase the number of outlets that provide money remittance service, provide service in mobile unit, adding the number of customer service's work shifts, increase the frequency of adding media information, increase the frequency of employee training, determination of employee evaluation frequency, determination of what type of compesation that received by customer, online checking service of delivery, increase the number of telephone lines, determination of the frequency of etiquette training for employees, determination of the frequency of employee's politeness evaluation, and adding of Yahoo Messenger account.

Keywords : Delima service, money remittance, Quality Function Deployment, Servqual dimensions