

ABSTRACT

Yellow Pages is one of the products of PT Infomedia Nusantara which contains information about products and services in the form of directories grouped by business classification. Based on company research about the level of customer awareness against advertising media in Bandung, it is known that Yellow Pages is not a major. PT Infomedia Nusantara need to improve the quality of service that can provide competitive advantage.

This research purposed to formulate improvement recommendations of technical specification according to true customer needsto 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. This research identified 10 true customer needs derived from previous research about needs analysis using integration of Servqual and model Kano.

Based on competency of company, competency of competitor, technical standards, identified 11 technical response relevant to the customer needs. Based on QFD on the first iteration, obtained 9 technical response that not meet the company's targets that to do the concept development stages. Based on the concept development defined 21 relevant critical part of the technical response. Based on QFD of the second iteration, obtained 17 critical pars that do not meet company's targets that need to be formulated on the technical specifications.

The formulation of recommendations compiled to improve the quality of service Yellow Pages. Recommendations are designed based on the result of data processing, analysis, brainstorming with the company and benchmarking with the competitor. The recommendation that suggested in this research are, increasing the frequency of Sales training, increasing the frequency of Sales evaluation, increasing the frequency of Sales monitoring, the addition of compensation alternative, decreasing the stages of handling customer complaints, the addition of media handling customer complaints, additional types of souvenirs, increasing the frequency of customer gathering, increasing the frequency of customer visits, increasing the frequency of briefing inter division, additional the media in coordination, the addition of a minimum amount of Sales equipment, additional the media in delivering confirmation of payment, the addition of bonuses to Sales, additional types of awards prizes for outstanding Sales, additional the media above the line, and additional the media below the line.

Kata kunci : Quality Function Deployment, True Customer Needs, Improvement Service Quality, Yellow Pages, Sales