ABSTRACT

Competition in the telecommunications world is growing more rapidly. PT. Telkomsel is one of the largest service provider in Indonesia which has more than 100 million subscribers customers. Call center of Telkomsel is handled by PT Infomedia Nusantara is one of the service provided by Telkomsel to accommodate the customer complaints. Thus, Telkomsel have to make customer satisfaction as a main priority. However, call center Telkomsel was not enough to satisfy. Therefore, there should be an evaluation of the performance of call center services and carried formulation of recommendations from the evaluation.

This study applies the concept of fuzzy on servqual method to determine the value of customer satisfaction more clearly (unambiguous) and applies the concept of fuzzy on Kano model to understand more clearly the needs of customers and fulfilling those needs. Then the QFD method is used to design recommendations for improvements in the call center Telkomsel.

Recommendations were formulated based on the results of data processing, analysis, brainstorming with the company and using a literature study and benchmark the relevant companies. The recomendations are increase the frequency of monitoring the quality of service and increase service quality assessment points, participants perform a combination of calibration session, set the number of procurement training, provide additional types of training, increase the criteria for granting the award to the agent and the award is given shape, suggesting a form that does not confuse the matter and set the number of procurement PnP test, to determine the status of complaints confirmation form, set the number of complaints on update process, and establishes an increasing number of call back.

Keywords : Telkomsel, *call center, fuzzy, servqual,* Kano, QFD