

ABSTRACT

In the aim to give simplicity and comfort to the customers, Telkomsel provides a call center service. PT. Infomedia Nusantara is Telkomsel's partner which has collaboration to serve the Telkomsel's customers in a form of call center. As the best call center in telecommunication based on CCSEI 2011, PT. Infomedia Nusantara Bandung should contribute to maintain the award. Nowadays, PT. Infomedia Nusantara Bandung has not been able to give its best service for the prepaid call center service of Telkomsel because the customers are still feeling dissatisfaction to the services. Therefore, an evaluation is mandatory for call center prepaid service of Telkomsel to increase the satisfaction of its customers.

This research identified 21 customer need attributes according to the interview result. Fuzzy Servqual is used to measure customer satisfaction by overcoming the customers' subjectivity. Fuzzy Servqual generates 14 attributes of service's weakness. Fuzzy Kano Model is used to understand the relation between customer satisfaction and its fulfillment attempts with no consideration of any subjectivity from the customer. Fuzzy Kano Model identifies that the fulfillment to 14 attributes of the weakness has influence to either customer satisfaction or dissatisfaction.

The improvement to company weakness attributes can be done by using Quality Function Deployment (QFD). On the first iteration of QFD, it's obtained 8 technical characteristics which are chosen related to the higher priority. On the second iteration of QFD, it's obtained 15 critical parts which are used as the improvement priority. Recommendations which are given to the company are improve service quality of monitoring, develop calibration session, improve ongoing training inbound, improve reward of CO, create a standard of confirmation amount, improve the update database complain on SLA and develop PNP test. The recommendations had been validated with PT Infomedia Nusantara Bandung.

Keywords : Fuzzy Servqual, Fuzzy Kano Model, Quality Function Deployment, Call Center