

ABSTRACT

The development of the financial services business in Indonesia provides opportunities for companies and individuals to hold services in particular in the financial sector. Pospay is a service of PT Pos Indonesia to exploit the opportunities of this business. To survive in the business of financial services consistency on above average competitors service is required. Currently, conditions of customer satisfaction and loyalty levels Pospay in Bandung region is still below average the Customer Satisfaction Index standard (CSI) which has a value 73.37 and the Customer Loyalty Index standard (CLI) which has a value 73.30 compared with Pospay Agent services, post office in another city in Indonesia and competitors. Type of the biggest complaints caused by the service / services given by Pospay officers at post office counters. Therefore, PT Pos Indonesia needs to improve the quality of service to achieve the level of customer satisfaction and loyalty levels are above average.

This study aims to provide recommendations for improvement of the quality of Pospay services in the area of Bandung based on true customer need. This research using the method of Quality Function Deployment (QFD) until the second iteration. With this method the true customer needs will be translated into technical specifications that will increase customer satisfaction with consideration from the company's ability to realize. True customer needs data obtained from a previous study entitled "Peningkatan Kualitas Layanan Berdasarkan Analisis Kebutuhan Pelanggan System Online Payment Point (SOPP) Pospay di Kota Bandung Menggunakan Servqual, Model Kano, dan Teknik Triangulasi" as many as 17 true customer needs. In the first iteration, there were 13 technical characteristics and the second iteration there are 9 critical part which will be the next development priority.

Formulation of recommendations generated by the data processing, data processing analysis, and discussions with the company to benchmark with the similar competitor service with the aim of developing Pospay services in Bandung region. Ten proposed recommendations includes addition of front office job description points, standard addition must be carried out at several points of service standards, increasing the number of customer loyalty programs, increasing customer satisfaction research frequency, employees briefing for 5 minutes before working hours started, the addition of the customers suggestion box, addition of the counter information board, addition of a customer waiting room seats at least 20 seats, turn on the air conditioning every work hour, recruiting / outsource security personnel at least one person and add an alarm system for each post office.

Keywords: *QFD, Pospay Services, Bandung City.*