ABSTRACT

Strong competition of mobile broadband services among telecom operators make the need to create innovation to be able to survive and be advanced from the other competitors. To be an advance company, the company must understand what the consumer need. So that their consumer will never have an option to choose other competitor's services and products, because the services and products that the company's overed already fulfilled their needs. Quality Function Deployment or known as QFD is a method we use to listen the voice of customer and at the end, is being able to apply the consumer's voice into engineering parameter in designing products and services.

QFD method is tried to be implemented in Telkomsel at Palembang to see how far is the level of customer satisfaction about the mobile broadband services of Telkomsel and compare it with XL. This research is using Quality Function Deployment method until second stage by examining the satisfaction product attribute, the consumer interest, and engineering parameter and requirements process.

Through this research we found 16 consumer interests attribute, 15 engineering parameter (QFD first stage) and 16 requirements process (QFD second stage). There are three requirement processes that need to be concerned by Telkomsel for further development priority. Those three processes are upgrade bandwidth, deployment new site LTE and reassessment coverage antenna sectoral. The order of this priorities should become a guideline for Telkomsel in improving mobile broaband services to match consumer expectation.

***Key words** : voice of customer, QFD, house of quality, technical parameters, process requirements, truebex, upgrade bandwidth, deployment new site LTE and reassessment coverage antenna sektoral*