

ABSTRACT

PT. PLN is a state company that is engaged in managing state-owned electricity in Indonesia by committing to run an electricity business oriented to customer satisfaction, company members and shareholders (Mission of PT. PLN, 1994). PT. PLN (Persero) has two types of services in serving its customers, namely postpaid electricity services and prepaid electricity. Postpaid electricity is a type of electricity service that has unlimited electricity supply every month and payments will be made at the end of each month. But this raises a problem, there is still a high number of arrears on customer accounts.

This study aims to formulate recommendations for improving the quality of prepaid electricity services at PT. PLN (Persero) Riau Region and Riau Islands based on 11 true customer needs obtained from the results of previous research on Improving Prepaid Electricity Service Quality by Using Service Quality Integration and Canoe Model PT. PLN (Persero) Riau and Riau Islands Region. The method used in this study is Quality Function Deployment (QFD) to translate customer requirements into service characteristics and consider the company's capabilities. The QFD method is carried out in two stages. The first stage is QFD House of Quality to identify true customer needs and determine priority technical characteristics. The second stage is Part Two Deployment QFD to determine priority critical parts based on priority technical characteristics to be developed. The formulation of recommendations is based on the results of data processing, analysis, brainstorming with companies and benchmarking with Telkomsel and Tiket.com. Recommendations obtained from 11 TCN and 11 technical characteristics resulted in 8 out of 9 critical parts that would be improved and developed.

Keywords: PT. PLN (Persero) Riau and Riau Islands Region, House of Quality, True Customer Needs, Quality Function Deployment, Part Deployment