

ABSTRACT

With development of telecommunication world that more and more better and competition between telecommunication operator that more and more hard and fast, so service that given to the customer should be better than before. Telkomsel co. on serving customer has a lot of type of services. one of them is caroline (Customer Care by Online).

Caroline gives 3 type of services that is information, request and complaint. For Complaint that cannot be solved by caroline officer so that complaint must be sent to dukyan staff with GTX application. The weakness of GTX application is FIFO. but actually the complaints that was sent by caroline officer have 3 criteria : segmen, category, and time. to solve every complaints, Decision support system had been developed to give a pat in solving customer problem. in this final assignment the customer segmen that we used is postpaid customer. The methodes that we used in this final assignment is MAUT and RAHP, both of them work independently.

Between MAUT and RAHP have different characteristics. for the time efficiency, MAUT method is better than RAHP method. for the last result for case with a little data, either MAUT or RAHP has the same result. for the last result with a complex data, RAHP method is better than MAUT method.

Due to CSI (Customer Satisfaction Index) calculation's which was filled in case of study location, it is gotten averageness of customer satisfaction index : 78.1667%. which means user is satisfied with the system that was developed.

By this final assignment, was gotten a conclusion if the decision support system which had been developed, has a better valuation than the existing system.

Kata kunci : CallCenter, Customer Ticket, MSISDN, Dukyan Segmen