

ABSTRACT

Company that works to sell service organizes to increase service and make relationship with customer as a company's mission realization. One of their goals is to serve customer complaint (CC). By critical customer, it causes sum of customer complaint enter like a flood.

At Telkomsel Regional III Jakarta company, analysis CC is done manually after technician receive a hardcopy of data CC, that this process need a long time. If a lot of kinds CC is received then analysis and distribution task and worker can spend long time. And it makes time of handling CC process longer.

Therefore an analysis method that can help management accommodate that problem is needed. Thus computerized analysis is needed to decide priority of handling CC before distribute data CC to technician. By guided handling CC, human resource can work optimally and quality of service can be defended and raised. Concerning determination of handling priority will be worked by estimating all factors.

In this final project, a decision support system to determine of handling priority had been developed that enables to give information of handling priority CC to management with *Value Analysis* (VA) method that *Breakdown Problem Category* (BPC) is as classification CC method, *Analytic Hierarchy Process* (AHP) and *Analytic Network Process* (ANP) are as weighing method. Both of above weighing methods produce the results as same as result of manually analysis, the accurate results because they can accommodate all of factors and consistent because of weight or value to organize complaint handling.

Keywords: *Customer Complaint* (CC), *Value Analysis* (VA), *Breakdown Problem Category* (BPC), *Analytic Hierarchy Process* (AHP), *Analytic Network Process* (ANP)