

ABSTRACT

As we know that the number of Smartfren costumers during 2012-2013 decreased by 629 thousand *costumers* who are no longer using the Smartfren product, whereas the decrease during 2013-2014 is 336 thousand. From the research results in the previous step, there are 6 problems experienced by consumers, they are the poor network (signal), the lack of response from the provider to the customer complaints, lack of attractive promotions, customer service is not professional, a long installation process and the available package is not worth the too expensive prize. We can conclude that many consumers are switching to other providers.

The purpose of this study was to determine the quality of service rendered by PT. Smartfren to customers who use them, and also to know the quality of service from a rival company.

The method used is descriptive with quantitative approach involving 100 respondents of PT. Smartfren in Bandung, with sampling using non-probability sampling. The data analysis technique used is the method of Quality Function Deployment and also use a planning matrix and the House of Quality.

From the results of this study concluded that among the Technical response studied there are 4 priorities. Technical Response with the highest contribution value which is 'Always Improving Quality Network' has a contribution of 8248. Then, 'There is Internet Package Options Menu' has a value contribution of 3720. Then followed by 'Availability of Channel Complaints' has a value of 3056. The last contribution is 'Having Various Social Media Ease the Campaign' has contributed in 2909.

PT. SMARTFREN should be able to maintain the perception of consumers towards the quality of service that has been provided to the consumer.

***Keywords* : Quality of Service, Quality Function Development, PT. Smartfren**