

ABSTRACT

In the early 2007, PT. TELKOM tried to promote a payment TV service based on Internet Protocol (IP) that is called IPTV. This service used to take advantage from present telephone network with give addition to their service in the shape a payment TV service. The beginning focus market is customers that have used SPEEDY service. Bandung region has significant amount of SPEEDY customers, this big potential need to be balanced with technical preparation and service maturity from company, so a real service design need to be made that focus to customer wants and needs.

Examination done to IPTV prospective customer wants and needs, also need to be considered technical factors from the company. Examination method that used is Quality Function Deployment focus on voice of customers as measuring tool to view level of wants and needs.

Based on data calculation, there are ten technical characteristic that have high contribution and give high effect to customer needs for IPTV service that are, customer service availability, clear procedure in network construction process, customer service ability to give right information about what customers needed, active communication in form of equal customer care for each new or old customers, clear and easy of way and procedure when do payment process, there is standardization about reparation process on the customers side or on the company itself, there is survey about customer needs, tight cooperation with channel supplier, there is clear price setting appropriate with needs for IPTV service, and there are certain service packs for network construction.

From this examination can be concluded technical factors that have relationship with service that should be cared by the company because this factors can be used to determine customer satisfaction for service and will give good effect for the company itself, which is for increasing amount of loyal customer for this service.

Keywords: Quality Function Deployment, IPTV, Service