

ABSTRACT

The development of industrial society into IT society makes the desires of information as a significant idea. Technology has provided its need by providing the internet service as one of the telecommunication media. A part of society that is important in all aspects is corporate unit. Its relation towards internet and highly data transfer is extremely necessary, especially for real-time and high capacity data transfer. PT.Telkom as one of the Brodband Service Provider has a dedicated internet service aimed to them that is ASTINet. The contribution of ASTINet is really significant for PT. Telkom's income, it's about Rp 25 millions per month for a customer [PT.Telkom]. It encourages PT.Telkom to give the best service for ASTINet customers. Unfortunately, during 2006, it had been noticed for about 261 customer's complaints of ASTINet service [PT. Telkom]. This is the reason why PT. Telkom tries to restore and enhance the quality of ASTINet to provide the service properly.

The revision of ASTINet service in this research uses QFD (*Quality Function Deployment*) method that able to translate the customer's desires to the company technically. Primary data collection is conducted through interview to 10 ASTINet customers in order to acquire the parameters of requirements. Then, a survey is made using questioner so as to get the importance level and ASTINet service performance. As a competitive benchmark, questioner also can be gave out to the customers of PT.Lintas Artha as a competitor of ASTINet service with the intention of knowing its performance. Afterwards, two loopings will be made, the 1st (HoQ) and 2nd (Critical Part) looping.

Of the data analysis through looping 1 and 2, there is 19 customer's needs, 22 technical characteristics, and 29 critical parts. From these results can be proposed a revision of ASTINet services, based on its priority, by observing the highest raw weight. Five parameters with the highest raw weight are connection (0.078), the simply process in delivering a complaint (0.075), a confirmation of nuisance (0.068), time to solve the problem (0.062), and the availability of network elements from weather (0.06)

The revision proposal for ASTINet service has an objective to raise the quality of its service so that the customer feels comfort using the service and becomes a loyal customer.

Keywords : revision proposal, ASTINet, QFD (*Quality Function Deployment*).