

## ABSTRACT

The condition of the Pay TV business getting more competitive makes PT. INDONUSA TELEMEDIA to create strategic in developing services of the Pay TV. In fact, that effort is hardly success because PT. INDONUSA TELEMEDIA still has to deal with customer complain level which is high enough. So it is needed to develop Pay TV TELKOMVision in order to increased customer satisfaction and hold up customer loyalty in the middle of competition with other Pay TV operator. Product development method used in this research is QFD method to second iteration.

Customer need is determined by interview with Pay TV TELKOMVision's customer. The data processing done toward the result of the interview is customer statement interpreted into attribute of customer's need. From the result of the data processing, there are 18 attributes of customer's need that become input in Pay TV TELKOMVision development. There are 5 attributes of customer needs having the highest weight. They are standart packet charge (4.62), the quality of the picture and the sound (4.57), new activation charge (PSB) (4.56), the reliability of the channels (4.50), and the TV Guide Magazine (4.47). The 18 attributes gotten by the interview are translated into 21 technical characteristic. There are 5 technical characteristic having the highest contribution to meet customer needs. They are Customer Satisfaction Index (CSI) (6.500), the internal wisdom of the company (3.872), the performance of the operation and maintenance centre (3.046), the vendor supplied tools (2.899), the quality Fiber optik & coax (2.545).

Then 25 technical characteristic are developed more detail and gotten 28 part characteristic which are related. There are five part characteristic giving the biggest contribution to meet the technical characteristic. They are the suitable of the tools it used (2.3065), the system of the power control (OMC) (1.7592), the time of the customer service (1.5553), the level professionalism of the frontliner (1.4306), the quality of the transmission signals (1.4004).

According to analysis and result of data processing done on 18 attributes of customer's need, 25 technical characteristic, 28 part characteristic, can be given recommendation to PT. INDONUSA TELEMEDIA that is design of Pay TV TELKOMVision development to increase the quality, in order to get customer satisfaction and customer loyalty in the middle of competition with the others Pay TV.

Key words: Proposal for Development, Pay TV TELKOMVision, QFD (*Quality Function Deployment*).