

ABSTRACT

Access information on the internet doesn't know geographical boundaries, race, ethnicity, culture, country, or economic class, or other factors that usually can inhibit the exchange of ideas. From this unlimited internet activity could create a unique communities such as myspace, facebook, twitter. Is possible through the internet community can be established business cooperation. Internet users in Indonesia in 2010 the number has reached 45 million. Conditions to be met by a company for success in the competition is trying to achieve the goal to create and retain customers. Efforts to retain customers is done by knowing the attributes of customer needs and measure levels of customer satisfaction on the performance of service attributes Telkomsel Flash.

Servqual is a tool for measuring service quality Telkomsel Flash in order to know the level of customer satisfaction of services provided and Telkomsel Flash is used to analyze the causes of the problem of service Telkomsel Flash. KANO Model of customer satisfaction by not directly proportional to the fulfillment of each attribute of customer needs, therefore KANO model was developed to categorize the attributes of products and services based on how well the product or service is capable of satisfying needs. Efforts to increase and improve quality by combining a model KANO servqual and can not systematically and operations can be done because the software is not yet available for it. This problem can be solved by integration method servqual, KANO Model and QFD.

Improvements to true customer need, technical responses, and critical parts based on the percentage level of importance of each service attribute and the weight of the relationship between the true customer needs and technical response and the technical response to the critical parts. Results servqual integration, Model KANO, and QFD produce five repair critical parts, namely personal criteria, work experience, training frequency, the average time of service and greater bandwidth.

Based on the results of research on case studies Telkomsel Flash acquired 33 service attributes to customer needs. The result of data processing using servqual produce 13 attributes that already exceed consumer expectations and 20 attributes that consumers are still below expectations. KANO model categorizes 12 into the category of attractive attributes, 10 attribute categories must be, the six attribute categories as one dimensional and the five attributes including indifferent category. Research can be conducted at different locations to test validity.

Keywords: Telkomsel Flash, Servqual, KANO Model, QFD