

ABSTRACT

PT Metra Digital Media (PT MD Media) is a provider of mobile advertising services in Indonesia under the auspices of the Telkom Group. PT MD Media began to develop new services from printed media solutions to the digital media solutions portfolio such as mobile advertising. One of mobile advertising services developed by PT MD Media is short message service (SMS).

SMS broadcast advertising service revenue decreased significantly in 2013. Based on a preliminary survey some complaints are known from the recipient of the SMS broadcast advertising service. Based on the depth interviews with the marketing of PT MD Media results that advertisers are still skeptical about the effectiveness of SMS broadcast advertising service. Another factor causing the declination of SMS broadcast advertising service revenue is increased competition.

Quality Function Deployment (QFD) is a method to improve the quality of services performed by the input voice of customer, voice of engineers and benchmark with similar competitor's services. Data SMS broadcast advertising service is processed using quality function deployment until second iteration of QFD is formulation of technical specifications.

The results of previous studies using Kano Model and Mobile Servqual obtained 13 attributes need to be true customer needs SMS broadcast advertising service. Then processing data using Quality Function Deployment (QFD) method obtained 7 technical characteristics and 16 critical parts that need to be developed to improve quality of SMS advertising broadcast service.

Key words: PT MD Media, SMS broadcast advertising, revenue, QFD, true customer needs, technical characteristics, the critical part.