LIST OF TABLES

Table I. 1 Types of Complaints and Comparison with Competitors..... 4
Table II. 1 Comparison of QFD with other quality improvement methods..... 10
Table II. 2 Kano Category Multiplier 14
Table II. 3 Symbols and Relationships Matrix 15
Table II. 4 Symbols in Correlation Matrix..... 15
Table II. 5 Decision Matrices Format 18
Table IV. 1 True Customer Needs Encoding..... 30
Table IV. 2 CEV and Kano Category 31
Table IV. 3 Adjusted Importance Value 32
Table IV. 4 Adjusted Importance and Ranking 32
Table IV. 5 Technical Requirements 33
Table IV. 6 Category of Direction of Goodness (Source: Cohen, 1995)..... 34
Table IV. 7 Direction of Goodness for Each Technical Requirement..... 35
Table IV. 8 Correlation Level Value of True Customer Needs with Technical Requirements (Source: Cohen, 1995) 36
Table IV. 9 Correlation Symbol Between Technical Requirements (Source: Cohen, 1995)..... 37
Table IV. 10 Unit of Technical Requirements..... 38
Table IV. 11 Technical Requirements Target..... 40
Table IV. 12 Probability and Column Weight of Technical Requirement 41
Table IV. 13 Column Weight Percentage and Ranking..... 41
Table IV. 14 Compliance of Technical Requirements Target 42
Table IV. 15 Concept Development..... 43
Table IV. 16 Matrix Assessment Concepts..... 45
Table IV. 17 Critical Part..... 46
Table IV. 18 Direction of Goodness 47
Table IV. 19 Critical Part Target..... 49
Table IV. 20 Probability and Column Weight Critical Part..... 50
Table IV. 21 Column Weight Percentage and Ranking Critical Part 50
Table V. 1 List of True Customer Needs 52

Table V. 2 Needs Attribute Priority Based On the Value of Adjusted Importance 53
Table V. 3 Technical Requirements Comparison between LDL MIF Tel-U with Competitor 59
Table V. 4 Reason of Technical Requirement Target Determination..... 61
Table V. 5 Ranking of Technical Requirement and Target Fulfillment 64
Table V. 6 Development Priority of Technical Requirement 64
Table V. 7 Critical part with MTB Direction of Goodness..... 66
Table V. 8 Critical part with TB Direction of Goodness 67
Table V. 9 Critical Part Benchmarking..... 68
Table V. 10 Reason Target Defining of Critical Part..... 69
Table V. 11 Sequence of Critical Part and Target Fulfillment 73
Table V. 12 Development Priority of Critical Part 73
Table V. 13 Recommendation of Internet System 74
Table V. 14 Recommendation of Update Curriculum 74
Table V. 15 Recommendation for Attribute Training Concept 75
Table V. 16 Recommendation of Attribue Concept of Lecturer and Scholar Communication System 75
Table V. 17 Final Recommendation 76
Table V. 18 Recommendation for Customer Complaints..... 77
Table VI. 1 Final Recommendation..... 78