

ABSTRACT

The rapid development of the telecommunication makes the competition among the subjects of telecommunication business sharper. Based on UU no 36/1999 Indosat get the license to operate business of fixed telecommunication, which means that the monopoly of this business by PT. Telkom is over. Besides that PT. Telkom must also compete with the cellular operator. For this time, price is still the most sensitive factor for the Indonesian's customers, but we also need to think about the other factors which affect to the customer satisfaction about this telecommunication services. One of them is innovation of the services. That innovation, the Value Added Services, must be able to increase the customer satisfaction and also reach the customer loyalty, so PT. Telkom's customer will not make any migration to the other operators. One of those services is TelkomSMS which enable us to send a message from a fixed phone. As the new services on DIVRE III, especially in the region of Bandung, this service need a research for it development. That development must be able to accommodate the wants and the needs of the customers and also the capability of the company.

The development that must be able to accommodate the wants and the needs of the customers and also the capability of the company need a right solution. The solution is using *Quality Function Deployment (QFD)* method. In this research we use the QFD method until the second iteration. The data obtained from the interview and questionnaire to the customers of TelkomSMS and competitor SMS services, which are Flexi SMS and Esia SMS service. And then we get the technical requirements and critical parts from PT. Telkom Kandatel Bandung as the operator of this service.

From the result of the research we get 21 attribute of customer needs and 17 technical requirements which then processed in HoQ matrix (QFD first iteration). In the second iteration, design deployment matrix, it processed 17 attribute from the technical requirements of the first iteration QFD and 11 critical parts. And then we will get the highest weight attribute, customer satisfaction level, comparison of services performance, target and also the weight of each technical requirement and critical parts. The focus of the development will be focused on the result of those QFD matrices.

The improvement of service concept will be focused on the result process of first and second iteration QFD. On the first iteration of QFD, the emphasis is on the accessing of the services, which consist of the speed of sending message, the rate of the fail message and the speed of receiving report status. While on the second iteration of QFD, the emphasis is on the VAS network. So the development of the service based on the process of QFD matrices must be focused on the ability of accessing of the service which consists of the message send quickly, the sending message never failed and the report of the sending message received quickly.

Keywords : *Quality Function Deployment, TelkomSMS, Service Design, House of Quality, Design Deployment Matrix*