

## ABSTRACT

Recently the improvement of telecommunication technology grows rapidly while the society necessities of telecommunication services rise. One of them is the need of VPN IP service. VPN IP is an online communication service needed by corporate customers to do the communication not only point to point or point to multipoint but also any to any point by the lower price. PT. Telkom as one of VPN IP providers that its service is called TelkomLink VPN IP. Now the customer of TelkomLink VPN IP is about 9% from total of industri in Bandung. This number fewer than the competitor's customer such as PT. Lintasarta that has about 14% from total of industri in Bandung. To increasing the number of TelkomLink VPN IP's customer PT. Telkom needs a research to improve its service based on the customer need.

The improvement of TelkomLink VPN IP service in this research used QFD method that can translate the customer need into technical characteristic (the company language). The data processing have done based on the result of interview with the TelkomLink VPN IP's customers in order to understand customer needs, assessment to importance and performance of each customer needs for TelkomLink VPN IP, assessment to performance for competitor's customers, technical characteristics and critical parts to meet customer needs, and Telkom's strategies to do the improvement. From the result of data processing can be obtain technical characteristics and critical parts that have contribution to fullfill the customer satisfaction.

The result of data processing shows that there are 8 customer needs of TelkomLink VPN IP network, there are 10 customer needs of TelkomLink VPN IP service, there are 17 technical characteristics of TelkomLink VPN IP network, there are 14 technical characteristics of TelkomLink VPN IP service, there are 24 critical part characteristics of TelkomLink VPN IP network, and there are 14 critical part characteristics of TelkomLink VPN IP service. With the result that can be suggested improvement of TelkomLink VPN IP service based on customer needs that have the highest raw weight as priority. Three customer needs of TelkomLink VPN IP network having the highest raw weight are connection stable (0.146), network security (0.145), and access speed (0.143). Whereas three customer needs of TelkomLink VPN IP service having the highest raw weight are time to repair (0.135), time to respond customer complains (0.131), and wide coverage are (0.127).

This efforts to improvement of TelkomLink VPN IP have aim to increase the quality of TelkomLink VPN IP service, so customers will be satisfied and loyal that can expand the market field finally.

*Key words* : The proposal for improvement, VPN IP, QFD (Quality Function Deployment)