

ABSTRACT

Internet kost service delivery is a TitikMaya`s basic product which use a cabel for the main connections. This service is a prepaid payment and make internet easier to access. At this time, the subscriber of TitikMaya has grown rapidly, but few of it`s customer was stop use TitikMaya service. Base from TitikMaya`s data, there`s still many failure on their network and their service. System migrasion, often cause many problem on the network. If this problem keep hapening, the number of TitikMaya`s retire customer service will increase, and will make a great loss for the company. Considering about it, needs some evaluating action from TitikMaya`s performance, and then create a recomendation for the evaluation. The result from the recomendation is a service which`s can represent customer needs. Beside that, there is a request from the customer to make another service beside internet connection. Reakreation is one of their choice. For the company, that services its an value added, because its optimized the existing network, and its only add some system capability.

OGD (*Online Group Disscusion*) method chosen to colect data which can represent a customer needs. This is a efektif quite efektif method, because the customer its self verbalize their wants and their needs, and doesnt chose the option from modearator. On a service planing, use QFD (*Quality Fuction Deployment*),as a method to identify customer needs, and translate into product characteristic, but this method cant make a new konsep fullfill customer needs which often make some contradiktif. To solve this problems, its use TRIZ (*The Theory of Inventive Problem Solving*) method which can overdone the contradiktions.

On the observation, 23 customer needs atributs for the TitikMaya services and 2 customer needs atributs for priceing is found. Based on analisis process between 23 needs atribut and 25 technical karakteristik and resolve from the contradiction on co-relationship matrix on HoQ user TRIZ method, there`s a recomendation its headed to 10 needs atribut which had a highest Raw Weight value. From the evaluating recomendations, gived few services recomendation based on survey, and hope can increase customer satisfactions and can increase customer loyalty.

Keyword : TitikMaya, QFD, Basic service, Value added service