

ABSTRACT

The development of advanced technology has rapidly shifted from a correspondence communication to digital telecommunications, where the function of the letters have been replaced by using Internet technologies such as email or telecommunication technologies such as SMS with a relatively more affordable cost and faster time. With the high level of competition in the field of package shipping and delivery service, PT Posindo need to innovate and look at opportunities to utilize the potential use of their existing technology and infrastructure. To answer these challenges PT Posindo issued their product named Duit Pos Multiguna, which is a delivery device of small amounts of money to serve the public in conducting money transfer transactions that are easy to use by using web and mobile technologies, and also usefully for cell phone credit transactions. With Duit Pos Multiguna the customer can make a money transfer instantly just by sending a short message service by using the online postal office services across Indonesia.

This money delivery service needs to be evaluated and then followed by developing the services for more direct improvement of the service quality, more customer satisfaction and increase the number of subscribers in order to increase company earnings. Duit Pos Multiguna service development in this research is using Quality Function Deployment (QFD) to see what attribute the community wants and needs to be put into Duit Pos Multiguna service so that they are interested and want to become a user of services. QFD method on this research is carried out until the Iteration 2: Part Deployment Matrix. On 1st Iteration, the voice of customer becomes the input to get technical characteristics, and on the 2nd iteration this technical characteristics will be the input to get the critical part of the Duit Pos Multiguna service. In QFD there are three things that became an important consideration in determining the target and development, which is input from customers, the ability of the company, as well as benchmarking with competitors.

From the results obtained from data processing there are 14 needs of consumers attribute, 22 technical characteristics, and 21 critical parts for Duit Pos Multiguna service. The three attribute needs with the highest *raw weight* score is the features offered variations (8.81), availability and widely scattered location to perform various transactions (8.10), and speed in conducting transactions (7.90). The efforts to improve the attributes need to be the development priority. Three technical characteristics recommended to be improved and performance enhanced based on the highest contribution value is the purchase of a variety of needs (2.436), the average service time frontliner officers (2.009), and the variations in the physical location of transactions (1.780). While the two critical parts recommended to be repaired and performance upgraded is the technology used (2.666), and the number of transaction service point locations (2.351).

Based on the analysis results can be given some recommendation to the PT Posindo in form of a development draft concept service as a recommendations for improving the quality of the Duit Pos Multiguna services that can improve the customer satisfaction and loyalty and increase the number of subscribers.

Keyword : QFD, Duit Pos Multiguna, T-Cash