

## ABSTRACT

Can not be denied advances in technology, especially telecommunications field grew quickly. The discovery of a new application and more help customers communicate without feeling bounded the mobility. For many years only served customers with technology-based wire line. Technology development trends in the mobile telecommunications network make the PSTN-based start Wire line abandoned. Customers want technology to the telecommunication needs of mobile. Customers want to communicate wherever he is. This causes the PSTN which is considered old technology no longer used starting. Customers move using telecommunications technology to create some of the PSTN service providers lose sources of income. The use by customers is the main source of income, so that with no or minimal use of the service to make PSTN revenue decline. PSTN infrastructure that already exists, not to be used optimally, the infrastructure was built with the use of the funds that are very large. Technology condition change use of telecommunications is not likely to bring the impact of the loss of Wire line service providers because of the operational costs that is greater than the income received. Public Phone WARTEL or as one of the product and service income PT. TELKOM, PSTN using technology as a basis to decrease the impact of the decline in income and decrease the number of connections. WARTEL is a unit that has important positions in the company business. WARTEL can become an extension of PT.TELKOM in serving customers. WARTEL more closely with customers because of its location in the midst of the community.

WARTEL repair services on this research is done using the method of Quality Function Deployment (QFD) where this method is selected because it can show in more detail the technical characteristics that can be developed / improved in order to improve the quality of service WARTEL. With the QFD method is also the company can know the voice of the customer or the desire of customers obtained through interviews and the distribution questionairre. The results of the interviews will explain into a more technical characteristics. On this research, QFD method is done to the Iterations 2: Part Deployment Matrix. On Iterations 1, voice of customer into input to get the technical characteristics of the Iterations to 2. Technical characteristics is the data input to get the critical part of a service school.

From the data obtained after the research needs of consumers attribute 23, 24 and 12 technical characteristics critical part for a service school. Raw value of the highest weight of an attribute that needs attribute noise level in units (8.7) so that it will be a priority for improvement. Characteristics of technical recommendations for the improved and enhanced the performance based on the value contribution is the highest level of reliability and transmission network (1549). While the critical part is recommended for improved and enhanced the performance is media coverage of the transmission distance (1.14).

From the results of the analysis will eventually be given the proposed school improvement services which can improve customer satisfaction and ultimately customer loyalty can increase. Proposed improvements are based on the condition of internal and external school. Proposed conditions for the recommendation is based on the internal performance improvement services WARTEL with QFD method, while the external conditions for the proposal is based on the recommendations with respect to conditions outside WARTEL and the possibilities of developing WARTEL business itself.