

## **ABSTRACT**

*This study aims to improve quality of PT Telkom Speedy service in DCS Denpasar Area by knowing what the customer needs so that customer needs can be met and customer satisfaction can be increased. This study is using 4 variables: reliability, assurance, empathy and responsiveness. This study uses the method of Quality Function Deployment (QFD).*

*The data was collected through a survey using questionnaires from 100 customers at TELKOM Speedy DCS Denpasar Area who have subscribed for a minimum of six months. This study identified 10 attributes of Speedy customer needs which measured based on their level of satisfaction and importance. Next will be determined which attributes that are prioritized to enhance speedy service.*

*Based on the results of performance measurement of the 10 needs attributes, there are some attributes which have lower satisfaction level than competitor. These attributes include ease of internet access, quick disturbances handling, customer service alertness, friendliness of customer service, ease of contacting the call center for 24 hours, competence of customer service and billing accuracy. Therefore the service quality of these attributes will be improved to increase customer satisfaction.*

*Formulation of recommendations compiled with the aim of improving the service quality of Speedy. Recommendations are formulated based on the results of data processing, analysis, brainstorming with the company and perform relevant benchmarks of corporate competitor. Recommendations program proposed in this study is upgrading the bandwidth capacity, increasing the quality of the network by performing maintenance and network monitoring, as well as boost the competence and friendliness of customer service by conducting training and regular monitoring.*

*Keywords : QFD, Quality Function Deployment, Service Quality*