

ABSTRACT

The development of information and communication technology in Indonesia has encouraged costumers to increase the intensity of technology use in daily life. Therefore, many companies engaged in the field of ISP (Internet Service Provider) want to improve and compete due to the demand of time. This demand is necessity that has to be fulfilled by PT. Telekomunikasi Indonesia, Tbk. as an internet service provider managing Speedy as its flagship product.

According to data obtained from Customer Care Unit of PT.Telkom DCS of Gianyar Area, there has been a gap between target and achieved customers from the target, decided by the Head Office of Regional Division – V of Surabaya, which continues to increase every year in 2009 till 2012. The other obtained data is the increase number of churn from the customers from 2011 till 2012 which keeps increasing with the average churn of the last three months. It is proved from the subscribe age of customers in the units of months on December having 66,44% with 297 customers who have subscribe age of 1-3 months. Hence, the company must conduct an improvement process of Speedy service quality to increase the customers' satisfaction and faithfulness.

In the implementation of Blitz QFD method, the company will be able to conduct its product and service development process because it will resut improvement priority. This development combines some tools. The tools are translating VoC (Voice of Customer) as the result of interview process providing 31 customer attributes that will be classified based on the characteristics similarity into affinity diagram and then structured in the form of hierarchy diagram. The next is processing data into Delphi method using two types of questionnaires, namely Dephi and pair-wise comparison method (AHP). Thus, there will be 11 need attributes belonging to top critical customer needs obtained. Then, they are translated into technical and project solution using Maximum Value Table, so that there will be 6 recommendations in the forms of action plan consisting of Addition of quantity from technicians or call center operators, training frequency of troubles handling field technicians, installation technicians, activation technicians (TDC) and call center operators, frequency of network monitoring and maintenance in server and customers, transmission media, bandwidth capacity and price promotion.

Keywords: Service quality improvement process, Speedy, SERVQUAL, Blitz QFD