

ABSTRACT

Mobile phone ownership in Indonesia in 2011 jumped to more than 50%. Increasing ownership of mobile phones is providing an opportunity for mobile operators to expand their market share. SimPATI prepaid cards is a cellular operator owned by PT. Telekomunikasi Selular (Telkomsel). Urban youth become the company's focus deal with the use of simPATI, this group had a lower percentage of users compared with other age groups. Telkomsel should be able provide simPATI prepaid card services to suit customer needs in order to expand the company's market share.

The objective of this reasearch was to determine the true customer needs of simPATI prepaid card services using the Telecommunication Service Quality and Kano models. This reasearch was conducted with 39 attributes identified of simPATI prepaid cards service attributes that are used to measure the performance of existing companies and categorize attribute of each needs. The analysis is done and determine the true customer needs.

Based on the measurement results and the categorization performance using Telecommunication Service Quality and Kano models, from 39 attributes that indentified, there are 24 attributes of simPATI prepaid card services whose performance is under customers' expectations. Furthermore, according to the integration and analysis of three aspects, it is known there are 23 true customer needs that need to be improved by Telkomsel.

Recommendations were formulated based on the results of data processing and analysis. The recommendations given are 23 true customer needs obtained proceed to the next reasearch. True customer needs simPATI prepaid card services in this study are the high-speed internet access, the availability of customer data back up services, customer credit balances accuracy of prepaid card services, free-access website services, service free uploading websites, additional bonus in the service pack service Blackberry Messenger, match highlights football streaming service, available service Skype, phone service cheap rates different mobile operators, online banking services for customers purchasing pulses, streaming services, service bonus credits for the purchase of certain pulse, low-fare service short phone call, cheap rate service phone for to all operators, SMS service cheap rates different operators, service bonus for using a prepaid card services, SMS services and low fares to all phone operators, a free telephone service to fellow operators, international telephone service cheap rates, there are services (SMS, voice , broadband) promo events, ease of service activation broadband package options, ease of activation of international roaming services, and service complaints process simpler

Keywords: Needs Analysis, Telecommunication Service Quality, Kano Model, Mobile Operator, True Customer Needs