

ABSTRACT

My Telkomsel website service was intended to serve any complaints and customer needs by online. Complaints and low levels of customer satisfaction shows that PT Telkomsel need to improve the quality of My Telkomsel website service as one of the service center media.

Besides that, better competitor service is also a threat of PT Telkomsel. The competitor services are My Smartfren service (Smartfren) and INSTANT service (Indosat), because these services have the same function and even better than My Telkomsel website services. These are the background of this research.

This research aims to improve the quality of service based on the true customer needs. According to the existing literature, the problem-solving method in accordance with the above research object is the Quality Function Deployment (QFD). QFD is a method for improving the quality of services performed by the input voice of customer, voice of the engineer, and benchmarking against similar services.

Benchmarking was conducted on My Smartfren and INSTANT services to acquire a target to be achieved by My Telkomsel website for the better service. Data processing on quality improvement of My Telkomsel website service will be performed until the second iteration of QFD or the formulation of technical specifications. So it will get a proposal to improve the quality of My Telkomsel website service and it can reduce or eliminate customer complaints about My Telkomsel website service.

The results of previous studies using Kano Model and E-Service Quality obtained 18 attributes need to be true customer needs My Telkomsel service. Then processing data using Quality Function Deployment (QFD) method obtained 9 technical characteristics and 15 critical parts that need to be developed to improve quality of My Telkomsel service.

Keywords: Quality Function Deployment, My Telkomsel, PT Telkomsel, technical characteristics, the critical part.