ABSTACT

Internet access today has become almost everyone's need. With the growing number of mobile network users, mobile operators are competing to continue improving their technology aimed at delivering new services and facilitating all customers. Wifi flashzone seamless is a new technology that utilizes Telkom's wifi connection as an additional cellular network to accelerate cellular data of Telkomsel . Wifi is used with the aim of providing internet connection network with high speed and stable so as to provide satisfaction to customers when using data packets. However, Wifi flashzone seamless service faces problems with the number of customers who never reach the target set by Telkomsel's internal party. The number of customers Wifi flashzone seamless service did not increase even decreased.

This study aims to provide recommendations on improving the quality of service based on twelve true customer needs. The method used in this research is Quality Function Deployment (QFD). QFD method is done with three stages. The first stage is QFD iteration one, namely House of Quality to determine the priority of technical characteristics. The second stage is the development of the concept to create some alternative concepts to be chosen by Telkomsel to be developed. The last stage is QFD iteration of two, namely Part Deployment which aims to determine the priority of critical part. The results of this study are seven priority technical characteristics and nine critical priority parts that result in eleven final recommendations.

Keywords: ***Quality Function Deployment, True Customer Needs, House of Quality, Part Deployment, Wifi flashzone seamless***