

ABSTRACT

In the competition of telecommunication business world in Indonesia, PT Telkom is one of biggest telecommunication company and certainly PT Telkom always try giving qualified service which is suitable with customers necessity. One of the products from Telkom is Speedy, a service for accessing data and internet using ADSL technology, which enable data, voice, and video communication to occur at the same time. Considering that this product is a new product from PT Telkom, so it requires an evaluation continued by developing product service that leads to the upgrading service quality.

In this research of Speedy development, Quality Fuction Deployment method is chosen, because it can show more specifically technical characteristics which can be develop to upgrade Speedy product quality. With this QFD method, the company is also able to find out voice of customer, or customer desires, which is taken from interviews and distributing questioners. These result of interviews will be translated into more technical characteristic. In this research, QFD method is done until the 2nd iteration House of Quality Matrix and Part Deployment Matrix. In the 1st iteration, voice of customer will be input to get the technical characteristic, furthermore in the 2nd iteration, this technical characteristic will be input to get critical part of Speedy.

From the result of this research, we will get 18 necessity attribute which are needed by customers. These atributes then will be arranged into questioner to be distributed, so we can find out the importance level and customers satisfaction to every necessity attribute of Speedy. Those necessity atribut will be translated into technical company language, which is the technical characteristic. Next, this technical will be translated again ino more technical language, critical part. From the brainstorming result with company, 21 technical characteristics and 27 critical part wil be taken.

After data processing, we get necessity attributes which have the highest importance level reachable price. The service of interference handling, the speed of international access, and the speed of network to connect to sites which are the most access (google, detik com, yahoo, friendster, gmail). And based on data analysisist, we can give recommendation to Telkom, in form of the concept for developing Speedy to rise the Speedy quality, so that customers satisfaction and loyalty can be reached, in the middle of competition with other ISP.

Key Words : Speedy, ADSL, QFD (Quality Function Deployment).