QUALITY IMPROVEMENT IN CUSTOMER SERVICE STRATEGY AT PLASA TELKOM SIDOARJO USING INTEGRATION METHOD SERVICE QUALITY AND SERVICE QUALITY FUNCTION DEPLOYMENT (QFD)

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ABSTRACT

As entering to globalization, the information and telecommunications technology is being key success to provide business of quality services. In order to be competitive, this business should be able to satisfy their customers, such as providing innovation in products and improving their services qualities. As an information and telecommunications based company, PT. Telkom provides Plasa Telkom as a means to fulfill their customer needs. This study proposed to measure a service satisfaction level of Plasa Telkom Sidoarjo, comparing to performance of Plasa Telkom Dinoyo as a competitors. Based on performed, this research concerned to improved the quality service that are concerned to improved the quality service that are expected of their customer. Variable and parameter of satisfaction customer are device by five dimensions of service quality based on Zeithaml and Bitner, then these variables are elicited to the customer, to which validated variables is used to be parameter of Quality Function Deployment (QFD) process. By this integration of both methods, customer need and service competitor are converted in House of Quality (HoQ), in order to develop an appropriate strategies in abilities of the company.

Based on the survey concluded that there is a significant difference performance (between expected and perception) of assurance variable, namely staff expertise in providing examples of product complaints procedure. Technical response in analysis of House of Quality (HoQ) provided a conclusion that improving employee specifications recruitment from outsourcing is the most valuable attribute that should be improved which in turn is expected to be able satisfaction the quality of services at the Plasa Telkom Sidoarjo.

Key word : Plasa Telkom, Service Quality, Quality Function Deployment (QFD), dan The House of Quality (HoQ).