ABSTRACT

The competition at service make every business always try increase quality of service in order to customers satisfaction can be materialized. Quality of service, like handphone repair, that our expected must be watched from a look direction consumers. Responsibility division and manager must be watched from a look corner to get customers satisfaction because customer is the last appraiser from his quality of service until the main priority in service quality guarantee is have great instrument and genuine about consumers appraiser to business. Research about this Service Center Ericsson aim to know customer need and try to give some recommendation about service expected. As comparing, we take other data from two other service center is Service Center Nokia and Service Center Siemens.

The method used here is Quality Function Deployment method’s, which his data collector with interview and brainstorming, that use questioners tool. After we know about voice of customers from service center Ericsson, we could determine planning matrix. And then, we make technical response. Relationship between voice of customer and technical response, can give us priorities attributes repaired.

Output from this research is priorities repair’s that service care must doing is to make the closeness of consumers to Service Center Ericsson. Beside that, management personnel need to make one of program like a training in periodic for his customer service and mecanic, in case to service center ericsson with good and quickly service.

Keyword: Quality Function Deployment, Service Center Ericsson.