IMPROVING THE SERVICE QUALITY OF TELKOM SPEEDY WITH QUALITY FUNCTION DEPLOYMENT METHOD BASED ON CUSTOMER PROFITABILITY

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Abstract
The growth of service industries began to increase rapidly in Indonesia, especially for a similar field. Until now, the service industry continues to rise until the foreseeable future. Strong competition among providers of Internet services industry requires PT. Telkom to continuously improve the quality of its Speedy services. This research is aiming to determine customer profitability using customer lifetime value (CLV) and a method that uses a variable time recent transaction, buying frequency, and monetary (RFM) for grouping customers. The results of the customer satisfaction level measurements with SERVQUAL method indicates that Speedy service quality has not met the expectations of customers, so that PT Telkom need to develop quality improvement plans, especially on the attributes of the Internet connection speed and stability as well as officers in responding to customer responsiveness.

Keywords: customer profitability, CLV, RFM, Fuzzy C-Means Clustering, Servqual, QFD