

## ABSTRAK

### MENCIPTAKAN KEUNGGULAN KOMPETITIF MELALUI QUALITY MANAGEMENT DI INDUSTRI JASA TELEKOMUNIKASI (STUDI KASUS PT TELEKOMUNIKASI SELULAR)

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Seiring perkembangan teknologi dan perubahan kebutuhan pelanggan secara terus menerus, diperlukan suatu metode untuk selalu mengembangkan kemampuan bersaing tidak hanya di industri yang sama, bahkan lintas industri.

Dalam lingkungan bisnis, diperlukan suatu metode untuk memenuhi kebutuhan pelanggan dan mendapatkan loyalitasnya. Penyedia jasa juga harus secara efektif dan efisien memanfaatkan sumber dayanya untuk memenuhi kebutuhan pelanggan yang paling penting.

Penelitian ini menggunakan integrasi metode antara Servqual, Kano model dan derajat kepentingan yang semuanya di hitung menggunakan *triangular fuzzy number* kedalam *Quality Function Development* menggunakan *House of Quality* pada industri jasa telekomunikasi dalam tujuannya mendapatkan keunggulan bersaing.

Dari penelitian ini didapatkan 22 kebutuhan pelanggan beserta urutan kepentingannya, dan ditemukan 28 kebutuhan teknis yang diperlukan untuk memenuhi kebutuhan pelanggan tersebut.

Kebutuhan pelanggan selular yang dibutuhkan setelah tahap integrasi ketiga model tersebut adalah cepatnya petugas dalam menangani gangguan, Kecepatan yang tinggi saat mengakses internet, serta luasnya areal jangkauan sinyal provider telekomunikasi. Sedangkan kebutuhan teknis yang di prioritaskan adalah *benchmarking*, *market research* dan penambahan cakupan BTS (Data).

**Kata kunci:** *Competitive Advantage, Quality Management, HoQ, Kano, SERVQUAL*

## ABSTRACT

### CREATING COMPETITIVE ADVANTAGE THROUGH QUALITY MANAGEMENT IN TELECOMMUNICATION SERVICES (CASE STUDY: PT. TELEKOMUNIKASI SELULAR)

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*Recent technology development constantly changed what customer wants. Hence, company needs method to constantly increasing their ability to compete not only in the same industry, but across industry as well.*

*In today's business environment, industry needs method to fulfill their customer needs and gain their loyalty. Service industry must efficiently and effectively consume its resources to fulfill most important customer needs.*

*This research intended to identified customer requirements using integrated method between Degree of Importance, SERVQUAL and Kano's Model and applied all using QFD's tools (HoQ) to get prioritization on technical needs. These processes were used to gain competitive advantage over other competitors.*

*From this research, there are 22 customer requirements with its ranks, and there are 29 technical requirements also with its ranks to fulfill customer needs.*

*Top 3 customer needs after integrating these 3 methods were swiftness in solving network problems, high speed internet while browsing internet and coverage area. Meanwhile top 3 in technical requirements were benchmark, market research and add more data coverage.*

**Keywords:** *Competitive Advantage, Quality Management, HoQ, Kano,*

*SERVQUAL*