

**STUDY OF QUALITY SERVICE IMPROVEMENT BY USING
QUALITY FUNCTION DEPLOYMENT (QFD) METHOD**
*(Case study of PT Pos Indonesia Package Delivery Service)**

ABSTRACT OF THESESES

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PT.Pos Indonesia is a government public company which is involved in business of information, money, and package delivery service. The package delivery service has a very good prospect in Indonesia but most of the market share is controlled by private company. This condition has pushed companies which are involved to produce products or services which have good competitiveness to win the competition.

Customers have their own language for expressing their needs. The development team must make a translation the customers's language into their technical language. Problems which are found in approaching the development of certain product of service that meet the consumers' requirement will be solved by using Quality Function Deployment (QFD) methods. The objective of this research is to study the quality improving effort of package delivery service by using QFD Method.

QFD method can translate the customers' needs into a product or service design that has certain technical criteria and quality characteristic. Reseacr variables are customers'needs for package delivery service, service quality characteristics, and competitors characteristics based on consumers perception. The dimensions which are used to measure service quality are tangibles, assurance, responsive, realibility, and emphyaty.

The result shows that customers require improving of quality service especially delivery time and guarantee, and producers should focused on 10 technical characteristics as a designing plan i.e: promotion, advertisement, good human resourses, integrated serviceoutlet, number of operator, and delivery procedure as priority or main target to develop package delivery service.

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