

IMPROVEMENT OF TROUBLESHOOTING REPORTING ISSUE USING TRIZ METHOD: A CASE STUDY AT PT X

THESIS

Submitted in Partial Fulfillment of the Requirement for the Degree of Bachelor of
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DEA ANGGITA HUTAHAEAN

21 14 11477

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FACULTY OF INDUSTRIAL TECHNOLOGY

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APPROVAL PAGE

A final project entitled:
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Authored by
Dea Anggita Hutahaeen
211411477

With the deliberation of the final project committee, it has been declared to meet
the qualification standard on July 28th , 2025

		Status
Thesis Supervisor 1	: T.B. Hanandoko, S.T., M.T.	Approved
Thesis Supervisor 2	: Ir. Hadisantono, ST., MT., Ph.D.	Approved

Board of Examiners

Examiner 1	: T.B. Hanandoko, S.T., M.T.	Approved
Examiner 2	: Prof. Dr. Ir. Baju Bawono, S.T., M.T., IPU	Approved
Examiner 3	: Dr. Ir. Parama Kartika D. SP., S.T., M.T.	Approved

Yogyakarta , July 28th 2025
Universitas Atma Jaya Yogyakarta
Industrial Technology
Dean

signed.

Dr. Ir. Parama Kartika Dewa SP., S.T., M.T.

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Student ID : 211411477

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Dea Anggita Huatahaean

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ABSTRACT

PT X is a company engaged in digital telecommunication services in Indonesia. A decline in the Net Promoter Score (NPS) at PT X occurred due to numerous customer complaints in the get support and terminate journeys. These complaints mainly involve complicated reporting issues, lack of information about service termination, and refund process. Such issues lead to customer confusion and highlight the need for improvements in the customer service information system, particularly within the customer care division.

This research utilizes customer complaint data that is directly related to the customer care division. A root cause analysis is analyzed using Fishbone and IRD diagrams to identify the underlying cause of the complaint. Furthermore, solution development is executed using the TRIZ (Theory of Inventive Problem Solving) approach which yields four inventive principles: Principle #10 (Preliminary Action), Principle #12 (Equipotentiality), Principle #28 (Mechanics Substitution), and Principle #35 (Parameter Change). These four principles aimed at simplifying information access, enhancing automated services, and providing alternative service submission processes.

Implementation will be carried out for two weeks in July 2025. Prior to implementation, there were 21 customer complaints in June, all of which were related to the customer care division. Based on the Critical Success Factor (CSF), the target to reduce complaints is 10%, or a maximum of 19 complaints. However, during the implementation period, only 1 complaint was recorded on the first day, and no similar complaints were recorded in the following days. Therefore, the implementation was declared successful with a 95.2% decrease in complaints from the previous condition. In addition, customers have shown a positive response to ease of access to information and clearer service flows. Thus, it can be concluded that this solution not only succeeds in meeting the CSF targets quantitatively, but also qualitatively improves the quality of customer interaction and experience.

Keywords: telecommunication, customer care, TRIZ, service quality, reporting issue