ABSTRACT

Women's Dormitory of Telkom University is one of the buildings built by the Yayasan Pendidikan Telkom (YPT) with the purpose to form a student who tough supported by good personality and based on intellectual ability to work, nasionalist, and have faith in God given by softskill training. This dormitory is compulsory for junior student of Telkom University, therefore the dormitory must have an excellent service so that student feel comfortable in dormitory. But, according to the observation and survei there were some problem in women's dormitory of Telkom University.

This research aims to analyze resident need of women's dormitory in using integration of SERVQUAL and Kano as one way to improve the quality of service of women's dormitory of Telkom University. This reseacrh was conducted by identifying

Based on the result of the questionnaire data processing on SERVQUAL found that 5 attributes with strong performance therefore these attrributes are still above the expectations of resident's dormitory and 16 attributes with weak perfromance therefore these attributes are still below the expectations of resident's dormitory. Based on the result of qustionnaire Kano's model found that 3 attributes which include in 'must be' category, 2 attributes which include in 'one dimensional' category, 13 attributes which include in 'attractive' category, and 3 attributes which include in 'indifferent' category. After that, doing integration of SERVQUAL and Kano's Model to achieve needs to be category maintained, improved, developed and ignored by management for women's dormitory of Telkom University. The needs which category improved and develod will be true customer needs.

Keyword : Women's Dormitory of Telkom University, Needs Analysis, Need Attribute, SERVQUAL, Kano's Model, and true customer needs