

## **ABSTRACT**

*Academic Service in college industry holds an important role to create customer relation, including in (Sekolah Tinggi Farmasi Bandung) STFB. As the strict competition in the college industry today, STFB has to anticipate by developing its current quality of service. Currently there are some issues of service perceived by students is not satisfactory. Example administrative staff service, lecture room condition, facility availability, academic information, and suitable lecture schedule.*

*The objective of this research is to determine the improvement recommendations for the quality of academic service in STFB according to student needs and foundation's ability to conform that needs. Quality Function Deployment (QFD) method is used in this research. The research identified 16 attributes of STFB's customer need, which performances measured by customer's level of importance and satisfaction. After that, the attributes that need to be prioritized are set to improve the quality of academic service in STFB.*

*Regarding to the measurement results of 16 customer need attributes, there are six attributes academic service that performances are below the competitor's performance. The six attributes are lecturer's must on time at schedule, administration staff must be responsive, administrative staf can handle college student request and complaint, administration staff can documenting file's well, every college room must had a chair and table and last college room space matching with number of students. So that, the improvement in quality of academic service in STFB is required.*

*The formulation of recommendations to improve the quality of academic service are obtained by the results of data processing, analyzing, discussion with the college foundation, and relevant benchmarking with college's competitor. The proposed recommendations in this research are up grade room space up to 30 m<sup>3</sup>, system reward for employee 1x/semester, detail job desk to all employee, increasing AC in every college room at least 4unit/semester, reward system to college lecture at least 1x/semester, increasing computer in every college room at least 4unit/semester, training for employess at least 1x/semester, increasing chair-tables in every college room at least 40 unit/semester and complaint handling procedures and update itat least1x/semester.*

*Keywords : QFD, Quality Function Deployment, Academic Service, Quality Improvement, Kano Model, Eduqual, Concept Development.*