

ABSTRACT

The development of science in Indonesia quite rapidly as School Enrollment Rate (SER) for those aged 19-24 years increased by 38% in 2013. This has resulted in the need for good management of educational institutions in order to pass students in accordance with their respective competences. The management of educational institution in question is the educational services that is being managed by one of the universities in Bandung that is Postgraduate Master of Management Telkom University that is included in Telkom Education Foundation (YPT).

Telkom Postgraduate serve graduate school and focusing on the quality of the postgraduate program development. By increasing SER in each year and the intense competition in providing educational institutions, Postgraduate Master of Management Telkom University needs the design quality of educational services that fit the needs and desires of students.

This research aims to formulate recommendations designing quality of educational services of Postgraduate Master of Management in accordance with the true customer needs to increase student satisfaction in studying. Quality Function Deployment (QFD) is a method used in this study to translate the ability of educational institution to realize that need.

To do the "designing quality of educational services of Postgraduate Master of Management", are needed true customer needs derived from the results of previous studies. There are 15 true customer needs are used as input into the first iteration QFD, which further identified 22 technical characteristics. Based on the 9 technical characteristics that become the priority development and become input into the second iteration QFD, identified 18 spesifikasi teknis (critical part)s that become the basis for the formulation of recommendations.

Formulation of recommendations is done based on the result of data processing, analysis, brainstorming with education providers that is Postgraduate Master of Management Telkom University and benchmarking with educational institution competitor that is Postgraduate Master of Management Padjadjaran University. Proposed recommendations of this study is to provide services to students who need the journal hardcopy, provide additional media as instruments to publish the result of students research, provide additional access channels for free international journals, provide additional channels for international journals, provide the time for review session and discuss the material, increase the amount of time for lectures meetings and provide training for the teaching staff or lecturers in accordance with the field that being taught.

Keywords: QFD, Quality function deployment, quality of educational services, House of Quality, Part Deployment.