

ABSTRACT

Graphic Design Professional is one of the courses that exist in the training and certification program of Certified Competency Development and Professional. Graphic Design course have skills in presenting visualizing an object poured into a writing , space and pictures , so participants will be actively involved in the graphic design professionally. Professional programs of institutions have been declining in the number of students each year. According to the marketing manager of Telkom Professional Certified Centre, the professional program will be expand and improve as the number of students which always decline. The needs of the professional program have to be identified by observing the circumstances of the current and ideal conditions. Institutions are expected to know and meet the needs of participants and potential education participants.

This research has the objective to improve the quality of education services in Graphic Design Professional courses using the integration of the Education Quality and Kano Model to find attribute educational needs of participants and potential education participants services program of education. This research identifies 26 attributes derived from the needs of the participants and potential education participants and certification training institutions Telkom Professional Certified Centre program Certified Competency Development program and Professional on graphic design courses. The next will be determined attributes need to be prioritized to develop and improve the education services.

Based on the results of the questionnaire data processing on Education Quality and Kano Model found that 13 attributes are an weak where the attribute performance of these attributes is still below expectations of education participants and these 13 attributes need to be maintained its performance.

Recommendations in this research based on data processing and analysis contain the organization's need attributes for Graphic Design Course in Telkom Professional Certified Centre that are prioritized to be improved as True Customer Needs.

Keywords — Needs Attribute, Education Quality, Kano Model, True Customer Needs.