

ABSTRACT

ODL system is an educational system that has the widest and open access to education anywhere and anytime. Telkom University is one university graduate education provider with organizers ODL system. ODL programs that apply in the Master Tel-U combine classroom learning with distance learning using video conferencing.

This study aimed to analyze the needs of customers using ODL Master of Information Technology E-SERVQUAL integration for Higher Education and Kano as one way to improve service quality ODL master of Informatics Tel-U. There are 18 attributes of customer needs that is used to measure the level of expectation and interest of the service, classify attribute needs, and determine which attributes need to be prioritized as True Customer Needs.

Based on the results of measurements of E-SERVQUAL for Higher Education obtained nine attributes of strong and weak nine attributes. Based on the classification of Kano obtained seven attributes that need to be prioritized and two attributes that need to be developed.

Recommendations formulated based on the results of data processing that contain an urgent need and developed as a true customer needs. True customer needs are obtained speed internet network that is stable, easy access to lecture materials, easy access to the E-Library, an important announcement related to the lectures are informed quickly, the response of administrative done quickly to the needs of students, the ease of contacting professors or administrators, providing system file sharing course materials, lectures Conferene video software that is used the most, and the curriculum is relevant to the world of work.

Keywords: Online distance learning, Needs Analysis, the integration of E-SERVQUAL for Higher Education, Kano, Integration of E-SERVQUAL and Kano