

ABSTRACT

Telkom University Graduate School has three majors, (1) Telecommunication Master Degree, (2) Informatics Master Degree, and (3) Management Master Degree. Based on the data, in the year of 2015, the number of students are dropping drastically. It is very inversely proportional to the demand of bachelor degree that reach the number of 26.000 enlist in the year 2015. One of the Master Degree program that will be explored is Management Master Degree, Faculty of Economics and Business. The number of students of Management Master Degree of Faculty of Economics and Business that was established in the year 1999 holds a constant number and does not increase overmuch. In the past three years, the number of Management Master Degree of Faculty of Economics and Business students are declining. Therefore the Management Master Degree of Faculty of Economics and Business Graduate School planned to take improving services to know what is actually required by the student.

This study attempts to know about the problems that are not in accordance with the desire of the students using integration Education Quality and Kano Model by seeking need attributes of each Management Master Degree of Faculty of Economics and Business client to do improvement. This study is conducted by identifying 24 attributes that are used to determine attributes that needs to be develop and prioritized to improve the quality of Management Master Degree. Identifying the need attributes of the students is done by doing deep interview.

Respondents of this research are students and alumnus of the Management Master Degree because they have been experiencing the service given by the Management Master Degree of Faculty of Economics and Business. The number of respondents of extracting Voice of Customer were 12 people, while the number of respondents to questionnaire completion were 120. All respondents dwelled in Bandung and surrounding areas.

Based on the data processing of the Education Quality questionnaire, obtained that 6 needs attributes are weak attributes, in which the attributes have not fulfilled the expectation of the customers, while 18 attributes are strong needs attributes, which means that the attributes have fulfilled the expectation of the customer. Next, based on the classifying of Kano Model, obtained 5 attributes categories in must-be category, 14 attributes categories in attractive category, 4 attributes categories in indifferent category and 1 attribute categories in one dimensional category. The result from the integration data processing of Education Quality questionnaire and Kano Model questionnaire, obtained 8 attributes maintained, 15 attributes improved and 1 attribute ignored.

Recommendations obtained based on the data processing and analysis involving data from Management Master Degree of Telkom University Graduate School. Recommendation contained need attributes of Management Master Degree of Telkom University Graduate School which are the main priority to be improved as True Customer Needs. The true customer needs consist 9 attributes retained and 6 attributes that needs to be improved. 15 True Customer Needs consist of: the delivery

of the college course by the lectures is easily understood by the students, interactive lectures, lecture experts in the course taught, the availability of substitute if lecturer unable to attend class, lecture provides e-learning, library with complete reference book, library with a collection of journal accessible, air conditioner in the institution classroom, an adequate internet facility in the institution, friendliness of the administration staff, administration openness to criticism and suggestions, responsiveness of the administration staff to respond against the need of the students, institution giving recognition to the student achievements, institution provides reward for the student achievement, and institution provides seminar or training to develop the students potential. From 15 attributes of the True Customer Needs, 14 of them are categorized in Attractive category and 1 is categorized in Must-Be category

Keywords: Need attributes, service development, integration of Education Quality and Kano Model, True Customer Needs