

ABSTRACT

Telkom University (Tel-U) is one of universities in Indonesia conducting a postgraduate program with distance learning method which one of the course offered is Electrical Engineering. Competition among universities that provides distance learning program and weakness of the distance learning service of Postgraduate Electrical Engineering Program in Telkom University make it needs to provide appropriate service to the needs of the students.

This research aims to improve service quality of distance learning for Electrical Engineering Program Postgraduate Tel-U using the integration of Service Quality for Higher Education and Kano to identify 23 attributes of distance learning Postgraduate Electrical Engineering Program Tel-U service needs.

Research conducted on 115 respondents, including distance learning of Electrical Engineering Postgraduate Tel-U students, Electrical Engineering and Telecommunications Undergraduate Tel-U students. Based on the result of data processing obtained ten needs attributes to be true customer needs with nine attributes including weak attribute that indicates the level of the expectation or interests of the target students to attribute is low, which includes one attractive attribute category, eight attributes must-be category, and one attribute one-dimensional category.

Recommendations formulated based on the results of data processing and data analysis involving data from higher education. The recommendations contain attributes of distance learning for Electrical Engineering Program Postgraduate Tel-U service needs that need to be developed and prioritized as a true customer needs.

Key words : Needs Analysis, Distance Learning, Service Quality for Higher Education, Kano.