

ABSTRACT

Telkom Professional Certification Center (TPCC) is one of Lembaga Sertifikasi Profesi (LSP) in Indonesia that established by PT Telekomunikasi Indonesia. Certified Competency Development and Professional (CCDP) is one of TPCC's programs that consist of six majors that designed to provide professional and certified experts at TIME Industry or Telecommunication, Internet, and Creative (Multimedia, Edutainment and Entertainment). Network Administration Professional (NAP) is one of TPCC's Training and Certification Program that have decreased in number of prospective applicants for last 3 years. Based on the situation, as an improvement action, TPCC plan to develop existing NAP Training and Certification and also the target market by change 2 years non-degree educational program for high school and vocational student become short period training and certification program for high school and vocational student, college student and employee.

This research is aimed to analyze the needs of NAP Training and Certification's new target market using integration of Educational Quality and Refined Kano in order to enhance the number of applicant with satisfying service quality and more excellence from its competitor. Importance degree of prospective applicants can be measured by Educational Quality method, while result of satisfaction from implemented attributes can be measured by Refined Kano method. The integration of these methods result attributes recommendation formulation that have to be developed, to be prioritized, to be held by TPCC. This research involve 32 attributes from NAP Training and Certification's prospective applicants that will be identified its recommendation formulation.

Based on Educational Quality questionnaire's processing step, 20 strong attributes is resulted to be strong attributes that represent attributes which is considered as an important one to be implemented, and there are 12 attributes that categorized into weak attributes that represent attributes which is considered as an unimportant one to be implemented. Futhermore, based on Kano questionnaire's processing step, 3 attractive (A) attributes, 10 must-be (M) attributes, 17 one dimensional (O) attributes, 2 indifferent (I) attributes are resulted.

Data result of Educational Quality and Refined Kano's processing step will be integrated, so 30 true customer needs that consist of 3 highly attractive attributes that recommended to be developed, 12 high value-added attributes and 5 critical attributes that recommended to be prioritized, 5 low value-added attributes and 5 necessary attributes that recommended to be held are resulted.

Keywords: need analysis, Educational Quality and Refined Kano integration, product development, true customer needs