

ABSTRACT

School of Industrial Engineering is change the name faculty of Industrial Engineering was established on 28th September 1990 which that called Industrial Engineering. School of Industrial Engginering has two majors are Industrial Engineering and Information System. School of Engineering has three quality targets which is the average level of student satisfaction minimum of 80%. Level of student satisfaction who owned by FRI have been adequate from target achievement of student satisfaction. However, the importance of improving the quality of satisfaction and quality of service is the advantage by FRI. Therefore, this research is expected to find student needs attributes who can use be used as a reference in helping to improve the standardization of the good service.

This research aims to identify true customer needs in FRI services so, they can know the needs of students who need to be prioritized to improve the quality of service. This research using integration of Educational Quality and Kano Model to obtain true customer needs. The level of student satisfaction with the services can be measured using Eduqual, while throudh Kano Model will know the relationship between student satisfaction and effort by FRI to give the good service that is translated into category of Kano. Ths integration can formulate attribute needs for service that need to be developed, improved, and mantained by FRI.

Based on the results of performance measurement and integration obtained 26 attribute needs using integration of Educational Quality and Kano Model. From the 26 attributes obtained 18 attributes need to be improved, two attributes need to be developed, and six attributes that need to be maintained.

Keywords: School of Industrial Engineering, Student college, True customer need, Eduqual, Kano Model.