

## **ABSTRACT**

*The increasing needs of information technology graduates for industrial job market in Indonesia cause many universities offer courses related to information technology. One of the magister program related to information technology offered by universities is Magister Program in Informatics Engineering at Telkom University. This study aims to analyze the students' needs of Magister Program in Informatics Engineering at Telkom University using integration of EduQUAL and Kano's Model. This study identified 38 needs attributes used to measure the student satisfaction, then the needs attributes were classified into Kano's categories and yielded the needs attributes which should be prioritized to improve the service quality of Magister Program in Informatics Engineering at Telkom University. Based on the result of EduQUAL method, 20 strong attributes and 18 weak attributes had been identified. Besides, based on the result of Kano's Model, 29 needs attributes belong to attractive category, 4 needs attributes belong to one-dimensional category, and 5 needs attributes belong to indifferent category. Thereafter, integration of EduQUAL and Kano's method were conducted and resulted 31 needs attributes as recommendation which should be prioritized to improve the service quality of Magister Program in Informatics Engineering at Telkom University.*

*Keywords: Needs, EduQUAL, Kano's Model, Magister Program, Informatics Engineering*