

ABSTRACT

Telkom University (Tel-U) is one of the universities in Indonesia that provide education graduate program, where one of the courses offered are of Electrical Engineering. Disadvantages of the service Prodi S2 Regular Electrical Engineering Tel-U to make the universities need to provide appropriate services to the needs of the students. This study aims to improve the quality of service Prodi S2 Regular Electrical Engineering Telkom University using SERVQUAL integration for Higher Education and Kano Model to identify 19 attributes of service needs Prodi S2 Regular Electrical Engineering Tel-U. The study was conducted on 100 respondents, including students of Electrical Engineering Tel-S2 U, S1 Electrical Engineering and Telecommunications Engineering Tel S1-U. Results of processing SERVQUAL for Higher Education, obtained 7 strong attributes, attributes which have been satisfactory. Kano Model processing results obtained six attributes are categorized as attractive, must-be 6, 4 one-dimensional and 3 indifferent. The result of the integration of both methods, produces nine categories of priority to true customer needs that a cozy library, classrooms are comfortable, Internet access is fast, public lectures with guest lecturers, teaching methods that are easy to understand, administrative services are fast, the lecturer can answer questions from the students, lecturers have experience of industrial work and lecturers controlled substance related to the scientific field of study.

Keywords: *SERVQUAL for Higher Education, Kano Model, Customer Satisfactory, True Customer Needs.*