

ABSTRACT

In measuring service performance of service industries, commonly used SERVQUAL methods from Parasuraman that consists of dimensions reliability, assurance, tangible, empathy, and responsiveness. However, many researchers criticize this method because of perceived lack of performance represents a particular service industry. One of them is in higher education services. Therefore, this study aims to formulate a method of measuring performance, especially in higher education services called EDUQUAL methods.

The stages are carried out to formulate the dimensions EDUQUAL are understanding the concepts of service blueprint, understanding of previous studies related to the measurement of performance in higher education services, voice of customer of IT Telkom students. Of these stages will be obtained EDUQUAL dimension, they are course delivery, administrative personnel, information systems, and physical evidence. These dimensions are mapped to the concept of service blueprint. Which the service blueprint is a picture of activities that occur in a company.

After EDUQUAL method is completed, then this method will be implemented in the measurement of quality of service from one of the universities in Indonesia, namely IT Telkom. Implementation done by distributing a questionnaire measuring instrument that reflects the concept of the EDUQUAL method to students IT Telkom. After that, can be seen the ability EDUQUAL method from advantages and disadvantages of both methods or measurement which are acquired from before and after data processing.

Results from the questionnaire data processing, obtained gap value of each dimension. The order dimension of the largest gap value are the administrative personnel (-2.06), information system(-1.96), physical evidence (-1.78), and course delivery (-1.41).

Key words: EDUQUAL, higher education, service quality