

## **ABSTRACT**

*Sandhy Putra kindergarten is an institution that engages in early childhood education (Paud). Sandhy Putra kindergarten consists of three classes: play group, group A, and group B. In addition to offering education, business in kindergarten includes education programs and facilities. With high competition, Sandhy Putra Kindergarten continue to increase from the unattainable target to the number of students in 2016. This is indicated by the poor service quality at Sandhy Putra kindergarten based on government standard benchmarking. So Sandhy Putra Kindergarten will do the development to improve the quality of the services provided.*

*This study aims to provide recommendations on service quality at Sandhy Putra Kindergarten.. Quality of service at Sandhy Putra kindergarten is based on true customer needs which become the initial stage in Quality Function Deployment (QFD) method. QFD is one method in the process of design and development that is able to integrate Voice of Customer into the Design Process. Data processing on QFD through three stages. The first stage of the QFD is House of Quality. The second stage is the development of the concept with In the third stage is Part Deployment (QFD iteration two) that serves to determine the critical part and priority.*

*Recommendations made to improve education services at Sandhy Putra Kindergarten is to add library, minimum education level to D3, Make changes to Minimum 2 years work experience, Type of competence possessed into Microsoft Office and Foreign Language, addition to the type of book pop up, Type of toy lego, addition to the electronic facilities of computers and speakers, the addition of Training programs, Expert Seminars and Workshops, Schedule of curriculum preparation is done more quickly, as well as penamabahan program of interest and talent namely Child Consultation Workshop with Experts and Talent Interest Tests.*

**keyword: TCN (True Customer Needs), Quality Fuction Deployment, House of Quality, Part Deployment, Critical Part.**