

ABSTRACT

Students as customers are one of the interested parties who are very influential for SMK Telkom Bandung because they interact directly with the services provided. Determining needs and expectations and achieving customer satisfaction is a key achievement of organizational goals, if not done then the goals of the organization can not be reached optimally. In the implementation of determining the needs and expectations of students on supporting facilities SMK Telkom Bandung has constraints because of unidentified needs and expectations of students, there is no measuring tool to determine the needs and expectations of infrastructure facilities. In addition, the absence of standard operating procedures in determining the needs and expectations of students to improve the quality of services is a major obstacle in the implementation of determining the needs and expectations of students on supporting facilities.

Problem solving from this research using SECI (Socialization, Externalization, Combination, Internalization) method to create knowledge in the process of applying the needs and expectations of students. The first step is done by gap servqual analysis (service quality) which is adjusted to the actual condition of SMK Telkom Bandung. Next get the information on determining the needs and expectations of students on supporting facilities based on ISO 9001: 2015 clause 4.2 from the results of gap analysis and adjusted to the requirements of ISO 9001: 2015 clause 4.2. Information determining the needs and expectations of students on supporting facilities in accordance with the cycle of knowledge management resulted in the design process of determining the needs and expectations of students to supporting facilities. The output of this problem solving is SOP (standard operating procedure) determining the needs and expectations of students on supporting facilities.

SOPs are used as guidance in implementing the needs and expectations of students based on a survey of student needs and expectations. The standard operating procedure design has been adapted to the knowledge management cycle so that the knowledge gained is owned by the organization.

Keywords: Needs, Expectations, ISO 9001: 2015, SECI, SERVQUAL, SOP