

## **ABSTRACT**

*SMK Telkom Bandung is one of the private vocational high school which always follow the latest development in the quality field as a step to face the increasingly tight competition every year. One of the actions taken by SMK Telkom Bandung to anticipate this competition is by measuring the level of students' satisfaction as a primary customer that is used as a way to know how good the quality of service has been given by SMK Telkom Bandung. Measuring the level of students' satisfaction is done by using an online questionnaire through google forms and it is spread through social media line. In addition, to improve the quality of SMK Telkom Bandung the manual system quality is upgraded to ISO 9001: 2015. This research focusing on designing the process of students' satisfaction measurement as a primary customer based on ISO 9001: 2015 clause 9.1.2 regarding the customers' satisfaction. The process design of students' satisfaction measurement is made to improve the consistency process of students' satisfaction measurement that has been done in SMK Telkom Bandung and as a reference of the process flow as well as fulfillment of the documented information requirements in ISO 9001: 2015. The design process starts from identification gap between existing condition with requirement of ISO 9001: 2015 clause 9.1.2 and theory about customer satisfaction measurement step. Thereafter, risk consideration will resulting in risk register which this risk register will be one of the considerations in designing the proposal process. The design results then will be improved again using the sixth step in business process improvement method which is applying improvement technique using value-added assessment tools, simplifying and automation tools. Improvements that have been made will result in roposal standard process in the form of SOP Student Satisfaction Measurement supported by Joget workflow application.*

**Key words: students' satisfaction, ISO 9001:2015, risk register, Business Process Improvement, SOP.**