

## **ABSTRACT**

*Telkom University provides dormitories for freshmen as a place of residence and a place for personality coaching during the first year. Telkom University Dormitory provides services starting from registration until habitation, in which there are still complaints about unsatisfactory services. Service quality can be evaluated by using the five dimensions of service quality: reliability, responsiveness, tangible, empathy, and assurance. Continuous improvement is necessary to improve the quality of services provided, so that the ultimate purpose of the dormitory is reached. This research aims to measure the students' satisfaction with the quality of service provided by Telkom University Dormitory using the dimensions of service quality, as well as making design for improvements of the quality provided by the dormitory by using HoQ (House of Quality) matrix.*

*Method for data retrieval is by using questionnaire on 245 dormitory residents from the School of Industrial Engineering taken using random sampling. Questionnaire data processing is done to identify the satisfaction degree and interests of dormitory residents, and then analyzed by HoQ matrix that consists of voice of customers, technical descriptors, relationship matrix, correlation matrix, prioritized voice of customer, and prioritized technical descriptor.*

*The research shows that the students are unsatisfied with the quality of service provided by Telkom University Dormitory based on the 5 dimensions of service quality, and there are 10 technical descriptors that need to be focused on as the design for improvements of the service quality in the Telkom University Dormitory based on HoQ matrix.*

*Keywords—dormitory, house of quality, service quality*