ABSTRACT

Telkom University is a private university in Bandung which has 31 majors. One of the departments called S1 Fine Arts that will become an object of the research. Nowadays, Fine Arts Study program in Telkom University has a low number of students compared to other universities (source: Higher Education, 2017). It is due to the lack of service quality that received by the students. Therefore, it is necessary to increase the service quality of this study program.

This research aims to give recommendations to the university by the method of Quality Function Deployment (QFD). This method can translate the needs of students as recipients of the service quality to become a technical necessity which needs to be identified. This research uses an interview to identify the needs of students and do a questionnaire. The data obtained from the questionnaire will be processed into first QFD iteration to seconds QFD iteration. Thus, we will get the priority parts that should be improved.

Formula of recommendations generated from the data process, data analysis process, discussions with managers of S1 Fine Arts, Telkom University, and bench marking with competitors. Proposed recommendations in this study is the determination of the target on the needs of each student of Art Studies program, Telkom University. Target Recommendations that needs to be fixed first is the number of expert lecturers, working hours, number of studio, the number of lecturers, and the number of required courses. All of the recommendations are approved by the Art Studies program, Telkom University.

Keywords: QFD, Service Quality, S1 Fine Arts, Telkom University