

ABSTRACT

The number of kindergartens in various provinces of Indonesia, especially in the province of West Java has increased each year, with the ratio of private kindergarten that much higher than the number of domestic kindergarten. It shows that private kindergartens have more competitor compared with domestic kindergarten, one of them is TK Telkom Buah Batu which is the object of this research. However, the number of applicants in TK Telkom Buah Batu is still low and the target number of students per year has not achieved. The problem that occur in TK Telkom Buah Batu services required school to identify the appropriate service requirement for their prospect customers.

This study aims to improve the quality of education services in TK Telkom Buah Batu using the integration of Quality and Refined Kano by identifying 24 attributes of education service needs of TK Telkom Buah Batu.

Based on the result of integration of Education Quality and Refined Kano, there are 11 attribute needs that have to be prioritized. Recommendations are formulated based on the results of data processing and analysis that involve TK Telkom Buah Batu's sides. The recommendations contain the attribute of education service needs of Telkom Buah Batu kindergarten that have to be prioritized as True Customer Needs.

Keywords: Needs Analysis, Kindergarten, Education Quality, Refined Kano