

ABSTRACT

The importance of education for children of early age the more years the higher. It is also followed by growth in the number of Kindergartens in many provinces in Indonesia, especially in West Java Province which has increased in recent years, with a ratio of more growth of private Kindergarten compared to domestic Kindergarten. It suggests that competition of private Kindergarten is more competitive compared with domestic Kindergarten, one of which is TK Gagah Ceria that is an object in this research. TK Gagah Ceria that has an accreditation, but in the last three years the decreased in applicant from students who previously have taken early childhood education such as Play Group and Toddler in the Gagah Ceria Foundation. The presence of the problem of service Gagah Ceria Kindergarten to make the school need to identify the appropriate service for prospective customers.

The study aims to improve the quality of educational services of TK Gagah Ceria using the integration of Education Quality and Refined Kano to identify 21 attributes of the services needs of education needs of TK Gagah Ceria.

Based on the results of Education Quality and Refined Kano, there 11 attributes need to prioritize. The recommendations are formulated based on the results of data processing and analysis involve TK Gagah Ceria sides. These recommendations contain the attributes of services requirements that need to be prioritize as the True Customer Needs.

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