

ABSTRACT

The international class of the Industrial Engineering study program is a special class that was established in 2015 to build and enrich human resources and be able to compete internationally. In this international class, there are student complaints about the services provided, therefore the Study Program is needed to identify student needs for the services provided and increase these needs so that student satisfaction can increase.

This study aims to obtain True Customer Needs based on the voice of the customer so that the attributes of the needs that are prioritized for improvement are obtained. This study uses Service Quality, or commonly abbreviated as Servqual, which is used to determine and measure the level of customer satisfaction with the services provided by international class so that weak attributes that are obtained are improved.

Based on the voice of customer and literature study, 63 attributes of needs were obtained which were then processed using the Servqual method, so that of the 63 attributes, 12 attributes of needs were weak attribute obtained that needed to be improved. Attributes of needs that need to be improved and fulfilled are True Customer Needs that will be identified and given recommendations.

Keyword : Servqual Method, Voice of Customer, International Class