

## ABSTRACT

*The importance of education for early childhood is getting higher and higher. This is followed by the growth in the number of Raudhatul Athfal in various provinces in Indonesia, especially in West Java Province which has increased in recent years, with the percentage of RA growth also increasing. This shows that RA competition is very competitive with other RA, one of which is RA Nurul Iman Bintang Alam which is the object of this Final Project. RA Nurul Iman Bintang Alam has been accredited, but has not reached the target of student enrollment from year to year. This is indicated because of the poor quality of service at RA Nurul Iman Bintang Alam, so RA Nurul Iman Bintang Alam needs to identify appropriate services to improve the quality of the services provided.*

*This Final Project aims to improve the quality of RA Nurul Iman Bintang Alam's educational services by using the integration of Education Quality and the Kano Model to identify 36 attributes of RA Nurul Iman Bintang Alam's educational service needs. In this final project, there are five dimensions, namely space and furnishing, interaction, program structure, activities, and parents and staff. The results of the integration between the Education Quality method and the Kano Model resulted in 17 True Customer Needs. Where there are 14 attributes that must be improved and 3 attributes that must be developed. The results of 17 True Customer Needs are used as the basis for the design of recommendations, namely classroom comfort (SP1), adequate library space (SP3), availability of adequate educational game equipment (SP4), availability of adequate supporting facilities (UKS, Parking Lot) (SP5), classrooms function properly (SP6), safety of outdoor play equipment (SP7), cleanliness of maintained toilets (SP8), completeness of musical instrument variations (SP9), creative learning methods (PG2), teacher discipline (PG4), the latest curriculum program (PG7), the ability of teachers to supervise students at recess (IT3), varied student motor training activities (AC1), varied student science learning activities (AC2), learning activities to get to know nature (AC3), art activities are carried out regularly (AC5), the availability of consultations for directing students' interests and talents (PA6).*

**Keyword — Raudhatul Athfal, True Customer Needs, Educational Quality, Kano Model**