

ABSTRACT

The high competition among university, especially private universities in recruiting new students makes the management of these universities to work hard to enhance the quality of their services both physically and non physically. The priority level of the qualitative aspects has to be determined, due to the limited budget and time for the enhancement process.

The topic in this final project is how to determine priority from each criteria of quality aspect in private universities to improve quality of that universities. In this final project we limited 9 criteria based of BAN magazine at 2002.

Analytical Hierarchy Process model and Multi Attribute Utility Theory model is decision making which can be used to determine the priority level of several aspects in a system.

This software is implemented in Borland delphi version 7.0 and Microsoft SQL Server 2000 as code implementation and supported by Windows XP Operating System.

Testing by using CSI method with result of test 68 % satisfaction index Decision Support System for core qualitative aspect priority is design to help the decision maker to make strategic planning policy of private universities fund management in order to win the competition.

Keyword: Multicriteria, Analytical Hierarchy Process (AHP), Customer Satisfaction Index (CSI), qualitative aspects private university, choice priority