

Service Quality Design for Academic Unit in Business School by Using Quality Function Deployment (QFD)

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Abstract

The existence of globalization has had an influence on the development of science and technology which is inseparable from the participation of the world of education. Educational development must be able to provide higher quality and more equitable services so as to meet the needs and encourage national development. The ability of companies engaged in educational services in providing services to their customers has also become a benchmark for determining the level of success and quality. The research aims to measure the level of importance of a service quality design so that companies can have a comprehensive understanding of consumer desires and to identify alternative development solutions.

Using the method of Quality Function Deployment and House of Quality analysis, research seeks to define the relationship between customer requirements and products and translate them into actions that can be taken by the company in meeting consumer needs. The determination of the attributes of consumer needs is categorized based on the theory of Service Quality. The study used primary data in the form of a questionnaire as a method of collecting data with 100 respondents. Based on the research results, the analysis has obtained information about the level of consumer wants in the service attributes of the Academic Unit in business schools and the priority of development actions that can be taken by the company.

Keywords: *Academic Unit, Service Quality Design, Quality Function Deployment, House of Quality*

**Desain Kualitas Layanan Unit Akademik di Sekolah Bisnis dengan
Menggunakan *Quality Function Deployment* (QFD)**

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Intisari

Keberadaan globalisasi telah membawa pengaruh terhadap perkembangan ilmu pengetahuan dan teknologi yang tidak terlepas dari peran serta dunia pendidikan. Pembangunan pendidikan harus mampu memberi pelayanan secara lebih merata dan berkualitas sehingga mampu memenuhi kebutuhan dan mendorong pembangunan nasional. Kemampuan perusahaan yang bergerak di bidang jasa pendidikan dalam memberikan pelayanan kepada pelanggannya turut menjadi tolak ukur faktor penentu tingkat keberhasilan dan kualitasnya. Penelitian bertujuan untuk mengukur tingkat kepentingan dari suatu desain kualitas layanan sehingga perusahaan dapat memiliki pemahaman yang komprehensif mengenai keinginan konsumen dan untuk mengidentifikasi solusi pengembangan alternatif.

Melalui metode *Quality Function Deployment* dan analisis *House of Quality*, penelitian berusaha untuk mendefinisikan hubungan antara keinginan pelanggan dan produk serta menerjemahkannya menjadi tindakan yang dapat dilakukan oleh perusahaan dalam memenuhi kebutuhan konsumen. Adapun penentuan atribut kebutuhan konsumen dikategorisasikan berdasarkan teori *Service Quality*. Penelitian menggunakan data primer berupa kuesioner sebagai metode pengumpulan data dengan 100 responden. Berdasarkan hasil penelitian, diperoleh informasi mengenai tingkat kepentingan konsumen terhadap atribut layanan Unit Akademik di sekolah bisnis dan prioritas tindakan pengembangan yang dapat dilakukan oleh perusahaan.

Kata kunci: Unit Akademik, Desain Kualitas Layanan, *Quality Function Deployment*, *House of Quality*