Rancangan Perbaikan Kualitas Layanan Pendidikan Dengan Menerapkan Model Quality Function Deployment (QFD)

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Abstract / Anotation

This research was aimed to identify the characteristics of higher education service quality wanted by the students as the service users, to determine gaps between perceived quality and expected quality by the students as users and to propose action plans for improving higher education service quality at Airlangga University Surabaya. The method used in this research was Quality Function Deployment (QFD) model within determining service attributes by Servqual model. The population of this research was all of Airlangga University students that have studied at least for one year. This criteria based on the concept of behavioral science about interacting among people in a organization. sample was a part studied and expected representing the whole population. This study was using Accidental Random Sampling method, because it was based on a coincidence. It means that everyone who met the researcher coincidentally and suitable with the expected criteria was used as the sample. The questionnaires were spread to 100 students, but only 93 questionnaires could be analyzed. In general, the questionnaires had three main information, that is respondents' classifications, importance ratings and students' satisfaction factors toward service attributes. The result of data processing obtained by spreading the questionnaires, at last, would be used for designing the improvement of education service quality. In conclusion, from dat processing of twenty two education service quality attributes, there were nine attributes had gaps in education service quality. The gaps were namely alumni contribution toward university, the level of education and skill from the lecturer's competence, the lecturer's ability and capability in teaching, ease to consult with lectures, clear service procedures, informality of the administrative officers, giving response towards student's complaint, completely library facilities, and reachable education fee suitable with perceived facilities by students. The action plans for improvement were namely (1) increase lecturers' ability and capability in teaching, (2) increase lecturers'education and skill, (3) upgrade library's facilities, (4) simplify and clarify the procedures of administrative services, (5) reconsider the education fee, (6) set up complaint boxes and response the complaints as soon as possible, (7) ask for the lecturers to spend more time for consulting with their students, (8) train the capability and attitude of the administrative officers, and (9) increase activities and roles of alumni.