

ABSTRACT

In order to be internationally, Faculty of Communication and Business (FKB) needs to improve their quality of management, service quality included in FKB secretariat. Recently, there are complained to FKB about the secretariat service quality. Based on that information, this research aims to know the importance of students' valuation on secretariat service quality.

Secretariat services is one of services. Tjiptono & Candra in Wijaya (2011:18) defined services can be as goods not perceptible are bought and sold in the market through the transaction of exchange which is mutually satisfactory. A service can be identified based on service quality dimension, they are: tangible, reliability, responsiveness, assurance, and empathy.

The population in this research was active students of from 2010 until 2014. The sample of this study was 340 respondents which are used nonprobability sample method. The data were conducted by using descriptive analysis, service quality method and quality function deployment method.

This research used service quality and quality function deployment integration. From the results of service quality can be known 19 attributes that become voice of customer then conducted an analysis of gap. The following are the 10 biggest attribute priority to improve Secretariat officer: (1) patience in serving students, (2) apology to students for delaying of which has been promised, (3) deliver the letters on time in which are required of students, (4) the employees quickness in dealing with student complaints, (5) friendliness officers in serving students, (6) the employees quickness in serving students, (7) explanation by employees about the time of apprentice and a thesis, (8) professionalism officers in serving students, (9) say greetings which given by employees, and (10) explanation by employees about the collecting of apprentice reports and a thesis deadline.

Some levels of the importance of students to attributes are : patience in serving students, apology for delaying, deliver the letters on time and the employees quickness. Advice for practitioner are; (a) secretariat services should have practiced periodically to improved the employees skill; (b) should have known more about the procedures and working instruction which valid in the faculty. Advice for the next research are; (a) this study can be developed further by using analysis the house of quality until to the targets so that services improving can be done more specifically; (b) a way to get voice of customer can be done by focusing group discussion.

Keywords: *Service Quality, Quality Function Deployment, House of Quality*