

ABSTRACT

Early childhood education or early childhood education is a coaching effort aimed at children from birth to six years of age and is done by providing educational stimulation to help growth and physical and spiritual development so that children have readiness when entering advanced education (Article 1 Act No 20 Year 2003).

TK XYZ is an institution that engages in early childhood education (Paud). TK XYZ has three classes: play group, group A, and group B. Business in XYZ kindergarten besides education also includes education programs and facilities. Given the high competition, the XYZ kindergarten team keeps improving target achievement of the number of students by 2016. This is indicated by the poor service quality of XYZ kindergarten based on benchmarking with government standardization. So, TK XYZ will do the development to improve the quality of the service provided.

This study aims to improve the quality of service in XYZ kindergarten by using integration of quality education and refine canoe model. In this study there are five dimensions of space and furnishings, interaction, program structure, activities, and parent and staff by having attribute needs as much as 16 attributes of customer needs. After processing data there are 9 strong attributes and 7 weak attributes with 3 high value added attributes, 3 attractive attributes, 3 less attractive attributes, 4 low value added attributes, and 3 critical attributes. The final result for this research are 9 attributes that will be maintained. True customers of these 9 attributes will be the factors considered to improve the quality of service.

Keyword: *TCN (True Customer Needs), Education Quality (EDUQUAL), Refined Kano*