

ABSTRACT

The importance of early childhood education began to be noticed by the community. Therefore, parents begin to choose kindergarten (TK) with the best quality for their children. TK Telkom Buah Batu is one of kindergarten managed by Yayasan Pendidikan Telkom (YPT) with branding as Integrated Islamic Early Childhood School. However, at this time TK Telkom Buah Batu experienced problems regarding the number of applicant students who did not fit the target in several consecutive years. Therefore, TK Telkom Buah Batu will improve the quality of education service to reach the target number of applicants in the new school year.

This study aims to provide recommendations on improving the quality of education service based on eleven true customer needs. The method used in this research is Quality Function Deployment (QFD). QFD method is done with three stages. The first stage is QFD iteration one, namely House of Quality to determine the priority of technical characteristics. The next stage is the development of the concept to create some alternative concepts that will be selected by TK Telkom Buah Batu to be developed. The last stage is QFD iteration of two, namely Part Deployment which aims to determine the priority of critical part. The results of this study are seven priority technical characteristics and sixteen priority critical parts that result in eleven final recommendations.

Keywords: Quality Function Deployment, True Customer Needs, House of Quality, Part Deployment, TK Telkom Buah Batu