ABSTRACT

Creative Multimedia Professional is a program that result graduates who have skills in presentation more interactive communication through multimedia applications and computer animation, so that graduates can develop themselves to take part in a creative field in a professional multimedia. Telkom Professional Certification Center (TPCC) will expand the target because students always decreases from year to year and target has never achieved. The identification needs of improvement program is based on existing conditions and ideal conditions. There are several complaints against the student's program. This complaint shows the dissatisfaction of students. These institutions must be able to know and meet the wishes of the students in order to survive in the business market of educational services .

This study aims to improve the quality of education services Creative Multimedia Professional courses using integration Education Quality and Kano Model by looking for attributes of customer needs for education services Creative Multimedia Professional courses. This study was conducted to identify 21 attributes of education students need courses Creative Multimedia Professional. Next will be determined attributes need to be prioritized in the education improvement. Based on the data processing and the questionnaire Education Quality found that of the 21 attributes of necessity, there were 13 powerful attributes where such attributes are in accordance with the expectations of students so these attributes need to be maintained performance. There are eight attributes of weakness where those attributes have not met the expectations of students that need to improve its performance. Recommendation obtained based on the data processing and analysis of data involving students, prospective students, alumna and other data.

Recommendations contain attributes of the educational needs courses Creative Multimedia Professional prioritized to be improved as a true customer needs that educational institutions provide such as internet access that is sufficient to access the information center are like books, journals, software, educational institutions providing computers are up to date, academic staff quickly in providing services, curriculum educational institutions meet the learning needs of students), the students know the process of performance appraisal, educational institutions providing courses extracurricular curriculum of educational institutions relevant to the competence of the industry, the implementation of teaching and learning in accordance with the schedule, learning outcomes provide the ease in getting a job after graduation.

Keywords— needs atribute, product improvement, integration of education quality and kano model,true customer needs.