

## ABSTRACT

*One of the policies provided by Yayasan Pendidikan Telkom (YPT) for their new students is compulsory boarding for a year or two semesters. The main purpose of this policy is to build the basic personality based on the spirit of unity, nationalism, faith, and piety. A softskill program then arranged to achieve this purpose. The first softskill program began in the academic year of 2012/2013. The implementation have not been going well and meets some problems. Therefore, YPT still trying to evaluate and develop the soft skills program services and then improve the quality of services to achieve customer satisfaction.*

*This reasearch have examined the softskill program service profided by YPT for their new student. Research approach is done through the method of Quality Function Development (QFD). This is the method used for the design and development of a product or service by focusing on the desire of customers. In the QFD, the consumer voice will be integrated into the design process of a product or service that would like to be improved in terms of quality. This method serves to know the Voice of The Customer which is then translated into technical characteristics, and then will be translated into more technical language again called The Critical Part.*

*The data processing in this research obtained 20 attributes of consumer demand, 25 technical characteristics, and 26 critical service parts for soft skill programs. Based on the raw value of the highest weight, derived attributes that will be a priority need for the improvement, these are subject presentation method (7.70), information media (7.64), training location (7.61) . Technical Characteristics recommended to be fixed and improved its performance based on the highest value contribution are frequency of information issue (1.22), kind of given promisses (0.99), level of understanding of the program management in servicing the program(0,98). And Critical Part recommended for repair and improve its performance are information issue periode (0.90), output result (0.78), attending students (0.74).*

*The results of this research will serve as a recommendation for YPT Group to be able to improve the quality of the softskill program service to maintain and attract new customer.*

**Keywords : YPT, Softskill Program, Quality Function Development, Improvement Recomendations**