

ABSTRACT

Adhi Guna Kencana Foundation institution that manages Sekolah Tinggi Farmasi Bandung (STFB). As a responsible foundation for institution management, certainly necessary to make of business processes to improve service. Currently there are some problems in the service of either academic or non-academic perceived by students that is not satisfactory. Services such as academic staff, lecture room conditions, availability of facilities, academic information, and suitability lecture schedule.

The purpose of this study is to analyze the needs of academic services and non academic services at the College of STFB using weighted average method performance and Kano Model to determine the attributes of student needs the service of the institution. This study was conducted with 16 attributes identified needs and categorize attributes in accordance with the requirements eduqual dimensions. After that, set the attributes that need to be prioritized in the development of academic services and non academic services on STFB.

Based on the results of performance measurement and the categorization performance using the weighted average and the Kano Model, of the 16 attributes of necessity, there are seven attributes of the service needs of STFB whose performance was below expectations of students. The measurement results are compiled on the basis of priority improvements that consists of four priorities. I.e. Main priority are responsive administrative staff and the administrative staff has the ability to properly document the file; second priority are lecturers give lectures in accordance with a predefined schedule, each lecture room chairs and tables available, and spacious lecture hall in accordance with the ratio of the number of students; third priority is administrative staff to handle student requests or complaints; and fourth priority is lecturers have a good ability to deliver material.

Key Word: Weighted Average Performance, Kano Model, Eduqual