ABSTRACT

Telkom Professional Certificate Centre (TPCC) is a Professional certification institution founded by Telkom Education Foundation as a dedication of PT. Telekomunikasi Indonesia, Tbk as a contribution in educating and improving the competitiveness of Indonesian Human Resource. TPCC offer different type training programs and International standard professional certifications. Over the time, there are some complaints about customers dissatisfaction in some programs, one of them are ADP Program.TPCC must provide products or programs that accordance with customer needs in order to be sustain.

To improve the service quality and customer satisfaction in ADP program is by accomplishing a study. This research conducted by using integration of service quality and kano model to determine the true customer needs and customer satisfactions towards ADP program. The output of this research are the true customer needs that is necessary to be improve towards ADP programs in TPCC.

This research identified 21 atribute of customer needs of ADP program in TPCC as indicator to measure performance and categorized them based on impact of the satisfactions. The result of integrations of Service Quality and Kano Model are six attributes of true customer needs that has weak score in NKP (the gap between satisfaction score and expectation score of the need attributes) which is indicate that the attributes has a performance under customer satisfactions and need to be improve.

Key Words : Customers Satisfaction, Service Quality, Kano Model