

ABSTRACT

Telkom Bandung Vocational High School is a school under the auspices of the Telkom education foundation, which is now known as the Telkom Foundation.. Bandung Telkom Vocational High School is located on Jalan Radio Palasari Road, Citeureup, Dayeuhkolot - Kabupaten Bandung. Telkom Bandung Vocational High School has three expertise programs consisting of Computer Network Engineering study programs, Network Access and Multimedia Engineering. The number of registrants and the number of students received in the last 5 years continues to soar. In these conditions it is very important for Telkom Vocational Schools to improve the quality of their education services. This study aims to evaluate educational services whose performance has not been able to satisfy students and recommend service improvements by using the dimensions of Kano's Education Quality integration. Education Quality aims to measure the performance of each attribute, while Kano aims to categorize attributes based on functional and disfunctional statements. From this integration, it was decided whether the attributes were maintained, improved, developed and ignored. Based on the identification of Eduqual attributes that have been carried out there are 30 attributes in this study. 21 attributes Produce Positive NKP and 9 attributes produce negative NKP. While based on the Functional and disfunctional Kano questionnaire that has been processed there are 9 attributes that must be improved and 1 attribute that must be developed. The attribute that becomes True Customer Needs will be recommended for improvement.

Keywords: Telkom Bandung Vocational High School, Education Quality, Kano, Attributes