

PENINGKATAN KUALITAS JASA PENDIDIKAN TINGGI VOKASI DENGAN METODE SERVQUAL, KANO DAN TRIZ (STUDI KASUS: POLITEKNIK ATMI SURAKARTA)

Abstract. Vocational education has an important role in providing skilled workers for the industry. Therefore, the quality of higher vocational educations shall be a concern. The quality characteristics of higher vocational education is different from the university. However, there was only a little number of research providing the method to measure the higher vocational education service quality. This research proposed a method to measure the service quality of vocational higher education based on combination of SERVQUAL and KANO. A case study was carried out in Politeknik ATMI Surakarta which involved 423 students as the respondents. The result of the case study indicates negative gaps in all of the SERVQUAL dimensions. Based on KANO analysis, the requirement attributes were classified into 5 attractive, 2 indifferent and 17 one dimensional. Utilizing the combination of these methods do not only provide a service quality measurement tool for the higher vocational education but also help the management to conduct the continuous improvement effort.

Keyword: *KANO, SERVQUAL, Higher Vocational Education*