

ABSTRACT

This research analyzes the application of Quality Function Deployment of Ahmad Dahlan University, measured based on the dimension of service quality stated by Parasunaman and friends (1985). The purpose of this research is identifying the students' needs or wants and also building a good way of communication between university and the students. Subject and object in this research are the students of Ahmad Dahlan University who sit minimally in semester 4, which is located on the second campus on Jalan Pramuka No. 42 Sidikan Yogyakarta. Data collecting technique that the researcher uses are survey method and interview. The analysis tool used is House Of Quality. Based on the rank of important from dimension of service quality, Responsiveness is on the first on the list with rate of point 4,75, followed by Empathy with rate of point 4,67, Reliability and Assurance with rate of point 4,50, and Tangibles with rate point 4,46. Based on the research analysis result, the university has some technical difficulties on the application, which are the achievement that is achieved, cooperating with companies, staffs and lecturers who have experience and mastery on the field, appropriate with work standard, evaluation of lecturers who pay attention to the students' needs and the emotional condition of the staffs and lecturers in serving the students. Based on the priority of technical clearance, there are main priority of the university that is staffs and lecturers who have experience and mastery on the field.

Keywords: Quality Function Deployment, House Of Quality

INTI SARI

Penelitian ini meneliti tentang penerapan *Quality Function Deployment* pada Universitas Ahmad Dahlan diukur berdasarkan dimensi kualitas jasa yang dikemukakan oleh Parasuraman dkk (1985) dengan menggunakan penilaian skala likers 1 sampai 5. Tujuan dari penelitian ini adalah untuk mengidentifikasi keinginan atau kebutuhan mahasiswa serta membangun jembatan komunikasi yang baik antara pihak universitas dengan mahasiswa. Alat analisis yang digunakan adalah *House of Quality*. Berdasarkan urutan kepentingan dari dimensi kualitas jasa, *Responsiveness* menempati urutan pertama dengan nilai rata-rata 4,75, di ikuti *Emphaty* dengan nilai rata-rata 4,67, *Reliability* dan *Assurance* dengan nilai rata-rata 4,50, dan *Tangibles* dengan nilai rata-rata 4,50. Berdasarkan hasil analisis penelitian pihak universitas mengalami beberapa kesulitan teknis di dalam penerapannya yaitu prestasi yang dicapai, bekerja sama dengan perusahaan-perusahaan atau instansi, karyawan dan dosen yang berpengalaman dan mempunyai keahlian di bidangnya, sesuai standar kinerja, evaluasi kinerja dosen, penilaian prestasi dosen, kebijakan universitas dalam menetapkan biaya kuliah, karyawan dan dosen untuk memperhatikan kebutuhan mahasiswa, dan kondisi emosional karyawan dan dosen dalam melayani mahasiswa. berdasarkan prioritas penjelas teknis, terdapat prioritas utama dari pihak Universitas yaitu, karyawan dan dosen yang berpengalaman dan mempunyai keahlian di bidangnya.

Kata Kunci: *Quality Function Deployment*, Universitas Ahmad Dahlan