ABSTRAK

Dalam era industri 4.0 yang semakin kompetitif sekarang ini, setiap perusahaan yang ingin memenangkan kompetisi dalam dunia industri akan memberikan perhatian penuh kepada kualitas. Pentingnya kualitas tersebut tidak hanya terdapat pada industri manufaktur tetapi juga pada industri jasa pendidikan yang memfokuskan terhadap kualitas pelayanan kepada konsumen (*customer oriented).* Penelitian ini bertujuan untuk mengidentifikasi kebutuhan konsumen terhadap pelayanan Institusi pendidikan, mengidentifikasi kemampuan universitas widyatama untuk memenuhi kebutuhan konsumen serta merumuskan suatu prioritas tindakan perbaikan yang perlu dilakukan pada jasa pendidikan dengan metode *Quality Function Deployment* (QFD) menggunakan matriks *House Of Quality* (HOQ) dengan menggunakan responden dari para mahasiswa, universitas widyatama.

Hasil penelitian akhir menunjukan fasilitas pelayanan di universitas widyatama dirasa masih kurang, diantaranya dalam fasilitas seperti AC di dalam ruangan kelas masih belum merata, lahan parkir dilingkungan universitas widyatama masih kurang tertata, kemudahan dalam pembayaran mahasiswa belum terintegrasi secara mudah, untuk langkah – langkah yang harus dilakukan universitas widyatama yakni Pembenahan sarana parkir, Pemeliharaan dan perawatan ruangan kelas, perubahan sistem pembayaran

Kata kunci : *Quality Function Deployment* (QFD), *House Of Quality* (HOQ)

ABSTRACT

In today's increasingly competitive industrial 4.0 era, every company that wants to win the competition in the industrial world will pay full attention to quality. The importance of this quality is not only found in the manufacturing industry but also in the education service industry which focuses on the quality of service to consumers. This study aims to identify consumer needs for educational institution services, identify the ability of Widyatama University to meet consumer needs, and formulate a priority for corrective actions that need to be carried out for educational services using the Quality Function Deployment (QFD) method using the House Of Quality (HOQ) matrix using respondents from students, Widyatama University.

The results of the final research on the maintenance of service facilities at Widyatama University are still lacking, including facilities such as air conditioning in classrooms that are still uneven, parking lots in the Widyatama University environment are still not organized, facilities in student payments have not integrated easily, for steps that must be carried out by Widyatama University, namely improving parking facilities, maintenance, and maintenance of classrooms, changes to the payment system.

Keywords: Quality Function Deployment (QFD), House Of Quality (HOQ)