

ABSTRAK

Persaingan Perguruan Tinggi Swasta (PTS) dan tuntutan implementasi Permendikisaintek No 39 Tahun 2025 mendorong perlunya strategi penjaminan mutu pendidikan tinggi yang berorientasi pada preferensi mahasiswa. Penelitian ini bertujuan mengidentifikasi kebutuhan dan preferensi mahasiswa sebagai *voice of customer*, memetakan hubungan antara kebutuhan mahasiswa (WHATs) dan strategi pengembangan institusi (HOWs) melalui *House of Quality*, serta menganalisis integrasi prinsip *Concurrent Engineering* dan *Quality Function Deployment* (CE-QFD) dalam menentukan prioritas *technical requirements*. Penelitian menggunakan pendekatan deskriptif-kuantitatif dengan studi kasus di Universitas Islam Sumatera Utara. Kebutuhan mahasiswa dikelompokkan ke dalam delapan standar penjaminan mutu pendidikan tinggi, sedangkan *technical requirements* diturunkan dari strategi pengembangan institusi. Hasil penelitian menunjukkan bahwa strategi pengembangan pendidikan, sumber daya manusia, serta keuangan dan sarana-prasarana menjadi prioritas utama dalam pemenuhan preferensi mahasiswa. Integrasi CE-QFD terbukti efektif sebagai kerangka sistematis dalam merumuskan strategi penjaminan mutu pendidikan tinggi berbasis preferensi mahasiswa.

Kata kunci : *Concurrent Engineering, Quality Function Deployment, Perguruan Tinggi Swasta.*

ABSTRACT

Competition among Private Universities (PTSP) and the demands of implementing Permendikisaintek No. 39 of 2025 encourage the need for higher education quality assurance strategies oriented to student preferences. This study aims to identify student needs and preferences as the voice of customers, map the relationship between student needs (WHATs) and institutional development strategies (HOWs) through the House of Quality, and analyze the integration of Concurrent Engineering and Quality Function Deployment (CE-QFD) principles in determining the priority of technical requirements. The study uses a descriptive-quantitative approach with a case study at the Islamic University of North Sumatra. Student needs are grouped into eight higher education quality assurance standards, while technical requirements are derived from institutional development strategies. The results of the study indicate that educational development strategies, human resources, and finance and infrastructure are the main priorities in fulfilling student preferences. The integration of CE-QFD has proven effective as a systematic framework in formulating higher education quality assurance strategies based on student preferences.

Keywords : *Concurrent Engineering, Quality Function Deployment, House of Quality, Private Higher Education Institutions.*