ABSTRACT

RSUD Ibnu Sina Gresik is a regional general hospital in Gresik which is required to continue to improve the quality of its services by referring to the Community Satisfaction Survey (SKM) as a key performance indicator. Based on the performance reports of government agencies, SKM from hospitals, especially on outpatient clinics, decreased significantly in two clinics in the last 4 semesters, the period 2017 to 2018, which resulted in an annual target for each clinic not reached in the final semester of 2018. So that the hospital needs to evaluate to improve the quality of service based on customer desires. This study aims to determine the level of patient satisfaction, find out the service attribute categories and provide recommendations for improving the quality of services in two clinics in outpatient installations. The method used in this study is to combine the servqual and kano model into quality function deployment. Servqual is used to find out the expectation gap and reality, kano model for categorizing attributes and QFD as proposed improvements. Based on the results of the study, 21 service attributes, from 21 attributes identified, 17 attributes that have a negative gap in the heart clinic with 2 attributes categorized as attractive, 8 one dimensional, 7 must be and 14 attributes in the obstetric clinic with 2 attributes categorized as attractive, 5 onee and 7 must be. So that there are 17 attributes in the heart clinic and 14 attributes in the obstetric clinic that are the voice of customers. From the results of the QFD analysis there were 9 technical responses with the top 5 priorities being improvement efforts namely the implementation of education and training, quality orientation briefings on medical personnel, the best medical personnel and staff programs, rehabilitation of building facilities and supporting equipment and provision of suggestion boxes and complaints.

Keywords: Patient satisfaction, Clinic, Hospital, Servqual, Kano Model, QFD