

ABSTRACT

Improvement of Service Quality by Quality Function Deployment (QFD) Method (In the purpose of improving the Service Quality of Outpatient Installation at Semen Gresik Hospital)

In the years of 2014 the level of Outpatient satisfaction at Outpatient of Semen Gresik Hospital is low with an average of 73.75% of Minimum Service Standard of Hospital (SPM-RS) ($\geq 90\%$). This research is meant to formulate a recommendation on the service quality improvement by Quality Function Deployment (QFD) method as a strategy to increase service quality at Semen Gresik Hospital. This research is an observational study which uses the cross sectional method in the data collection. This research was conducted in four steps for six months from April to September 2015. The respondents of this study were patients who had received services more than twice at the disease clinic of Outpatient of Semen Gresik Hospital. This study consists of four steps: the first step is to construct questionnaire which is used in the study, the second step is getting expectations and the actual fact of customer service through questionnaires and compiling gap by comparing between the expectations and the reality of the service based on its scale, the third step is to build the House of Quality which comprises the steps of (1) Preparation of Customer's Needs, (2) Preparation of Planning Matrix, namely the determination Goal (goal), counting Improvement Ratio, Raw Weight and Normalized Raw Weight, (3) Preparation of Response Technical, (4) Determining the matrix ties (relationship), (5) Preparation of priority of technical response, (6) Determining the Technical Correlation on the roof of House of Quality. The fourth step is analysis and formulating recommendations.

The results from the *House of Quality* are priorities of the most important customer's needs and management response based priority technical response and strong relationships between technical response. Results of this study are proposed as efforts to improve quality of service.

Keywords: *Quality Function Deployment, satisfaction.*