

ABSTRACT

Nowadays there is a change in hospital paradigm from socioeconomic oriented to profit oriented. Therefore, the provider must be able to detect the needs and expectations of its market. Doing an all out effort to satisfy the customer will have far reaching results such as increased revenues and greater income. The VIP ward of Adi Husada-Kapasari Hospital (AH-KH) Surabaya has been under utilized. It was expected to be the profit center of AH-KH Surabaya providing subsidy to other classes.

The purpose of this study was to identify 1) customers' expectation and its realization and place it into "customer window"; 2) the satisfaction of VIP customer of AH-KH based on four marketing elements, i.e. physical facilities, price, people, process. This was a survey analytical study with repondents from VIP wards. The 24 respondents consisted of patients or their relatives. Started in August until December 2002, questionnaires were used to collect data.

The result for **A (attention)** position for a) physical facilities were: the lay out of VIP ward; the quietness of VIP ward; the cleanliness of VIP bedrooms and bathrooms; VIP bathroom facilities; the comfort and security of the environment surrounding VIP ward; the access to VIP ward; b) process were: the clarity of doctor's information; doctor's visiting time ; the provision of medicine; the way of serving food. The **B(bravo)** position for a) physical facilities were: the comfort and neatness of VIP rooms; b) price were: VIP room's tariff; the choice of menu; the taste of the meal; c) people were: staff hospitality; staff manners; the way of talking; the medical skill and administrative competence of the staff; d) process were: doctor's respond time outside office hour; doctor's visiting frequency; doctor's and nurse's punctuality of visiting time; nurse's respond time; admission staff's respond time. The **C (cut or communicate)** position was nil. The **D (don't worry be happy)** position for physical facilities were floor carpet; separation of VIP dining room and the living room; a make-up table; a bathtub. The data showed that respondents were satisfied with 1) VIP room's tariff; 2) doctor's, nurse's and staff's manners. Respondents were **not** satisfied with 1) the lay out of VIP ward; 2) the cleanliness of VIP bedrooms and bathrooms; 3) the quietness of VIP ward; 4)VIP bathroom facilities; 5) the comfort and security of the environment surrounding VIP ward; 6) the access to VIP ward; 7) the clarity of doctor's information; 8) doctor's visiting time; 9) the provision of medicine; 10) the way of serving food.

The recommendation for physical facilities of VIP ward was to reconstruct VIP building based on customers' expectation, however AH-KH's financial condition and its priority list should be considered prior to the renovation.

Key words: VIP ward, customer satisfaction, customer window.

