

ABSTRACT**Recommendations of Outpatient Services Utilization
Referral and Non Referral Patient
based on Analysis of Need, Want, Expectation and Demand
(Case Studies at Balung Regional Hospital)**

Number of outpatient visits decreased by 5,89% on 2011 – 2013, so it needed to increase outpatient visit by analyzing patient. The objective of this study was to increase the utilization of outpatient visits based on analysis of need, want, expectation and demand. This was an observational study with cross sectional approach done on June 2014. Respondents were 263 outpatients consisted of referral and non-referral patient. Data was collected using questionnaire, analyzed using crosstab and spearman's correlation. The results showed differences in age (0,000), education of head household (0,043), occupation of head household (0,000) and how to pay (0,000) based on the status of the referral patient (referral and non-referral patients). There was a satisfaction between the expectations of outpatient to the park security (0,001), the comfort of the waiting room (0,000), the cleanliness and tidiness of clinic (0,007), easy of service procedure (0,000), the ease of reaching (0,000), feasibility as a family treatment (0,000). There was a satisfaction between expectations of outpatient to the timeliness of services (0,000), fast response (0,000), ability to convince (0,000), attention and concern (0,000), friendly and polite (0,000), clarity of information from service providers (0,000). Recommendation in general are the Balung's regional hospital management held commitment to implementing and executing the parking attendant janitor, provision of facilities in the waiting room of poly, reviewing the patient's identity spread sheet, put up of signposts and information boards where each the poly, make a deal with a specialist in providing services related to time, increased skills and increase the interpersonal skills to patient, leadership support for strengthening the commitment of employees to improve the quality of Balung's regional hospital.

Keywords : need and demand, expectations and assessment, satisfaction demand, referral and non-referral patient