

ABSTRACT**Improve the immunization services to reach *universal coverage immunization (UCI)* with *quality function deployment (QFD)* in Sidotopo Public health center (PHC)**

The Increasing of health service quality could be done by looking at patient needs and expectations that given in health service. One of methods to identify consumer needs was Quality Function Deployment (QFD). The aim of this research is improve the immunization services to reach *Universal Coverage Immunization (UCI)* with *Quality Function Deployment (QFD)* in Sidotopo Public Health Center (PHC). It was a cross sectional research. Research respondents were consist of internal and external samples. The external samples were parents who refused immunization, the incomplete immunization and got immunization service from private health services, and from PHC. The internal samples were head of PHC, immunization coordinator, midwife, and nutritionist. Research was conducted in October-July, 2016. Data were collected and analyzed by questionnaire, focus group discussion and house of quality. Based on result, it concluded that voice of customer priority and technical response at house of quality in immunization service based on technical quality dimension, functional quality and amenity were giving DPT-HIB and measles immunizations that would not cause swollen, referral given by health worker for parents so they could get free immunization service in PHC, the registration officer explained immunization types and process, room for immunization was not adjacent with general poly, MUI suggestion about permitted immunization. Safe injection training. Making referral form from Posyandu to PHC, affective communication training, creating pra immunization SOP, flipchart, immunization leaflet, giving counseling and information about permitted immunization.

Keywords : Universal coverage immunization, quality function deployment, house of quality