

ABSTRACT**Inpatient Services Design Integrating Kano and Quality Function
Deployment (QFD) Methods in order to Decrease Number of Discharge
Against Medical Advice
(Study at Inpatient Department Wijaya Kusuma Hospital Lumajang)**

Health services industry is one of the services sectors which growing rapidly in Indonesia. Hospitals as service providers should be oriented to the patient because of the value of the hospital service quality are not only perceived by health care providers, but also the patient. Problems in Wijaya Kusuma Hospital in 2015, is the notable increase of the discharge against medical advice rate (6.7%), which the increase exceeds the Minimum Service Standards (<5%). Until now, the analysis of the increase of the discharge against medical advice rate in Wijaya Kusuma Hospital has not been done. This study focused on designing inpatient services in order to decrease the patient with discharge against medical advice by Integrating of Kano and Quality Functional Deployment (QFD) Methods. This is quantitative study with analytical design. Informations were collected through observation and Focus Group Discussion (FGD) with the member of top manager and the unit analysis team. The population in this study is all patient in inpatient services at Wijaya Kusuma Hospital, who discharge against medical advice. The sample in this study is the number of patients at the inpatient services at Wijaya Kusuma Hospital who discharge against medical advice at the time of study (2 weeks) as a prospective respondent and patients who have discharge against medical advice within 2 months earlier as the retrospective respondent, totally there are 45 respondents. Kano method is applied to identify customer requirements. Then it is translated into regular service planning through QFD. With this method, managers can straight forwardly identify and prioritize what customers need. The steps described here are logical procedures based on informative data obtained at actual places of work for improving and upgrading inpatient services.

Keywords : Patient with Discharge Against Medical Advice, Kano, Quality Functional Deployment