

ABSTRAK

Tingkat pelayanan yang diberikan pihak rumah sakit merupakan salah satu faktor penting yang dapat berpotensi mengarah pada pertumbuhan atau peningkatan pendapatan jangka panjang dan jangka pendek suatu rumah sakit. Berdasarkan pendekatan manajemen kualitas dan metode dalam menentukan prioritas keinginan pelanggan dan menentukan usulan peningkatan kualitas layanan maka metode yang tepat digunakan untuk peningkatan kualitas pelayanan pada penelitian ini adalah metode *Service Quality* dan *Quality Function Deployment*. Penelitian dilakukan dengan penyebaran kuesioner yang telah disusun melalui hasil observasi serta keluhan pelanggan pada *google review*. Langkah selanjutnya yaitu mengetahui kesenjangan antara nilai harapan dan nilai persepsi pasien ruang rawat jalan dengan menggunakan *service quality*, selanjutnya akan dilakukan penentuan prioritas perbaikan dengan menggunakan *importance performance analysis* yang nantinya akan menjadi *customer needs* pada metode *quality function deployment*. *Quality function deployment* digunakan karena mampu menentukan usulan peningkatan kualitas layanan. Berdasarkan hasil akhir dari penelitian ini didapat urutan prioritas perbaikan yaitu Kebersihan serta kenyamanan ruang tunggu Rumah Sakit dan lingkungannya (1), Kebersihan toilet umum (4), Kesopanan dan keramahan para petugas penerimaan pasien (8), Pengetahuan serta kemampuan para tenaga medis dalam menangani penyakit (10), Tenaga medis menyediakan alat-alat medis serta obat-obatan yang lengkap (11), Kecepatan dan ketepatan petugas informasi dalam melayani pasien rawat jalan (13), dan Kecepatan dan ketepatan tenaga medis dalam melayani pasien rawat jalan (15). Kecepatan dan ketepatan tenaga medis dalam melayani pasien rawat jalan.

Kata kunci : *Google Review*, *Service Quality*, *Quality Function Deployment*, *Importance Performance Analysis*.

ABSTRACT

The level of service provided by the hospital. this is one of the important factors that can potentially lead to the growth or increase in long-term and short-term income of a hospital. Based on the quality management approach and methods in determining the priority of customer desires and determine the proposed improvement of service quality, the appropriate method used to improve service quality in this study is the method of Service Quality and Quality Function Deployment. The study was conducted by distributing questionnaires that have been prepared through the results of observations and customer complaints on google review. The next step is to determine the gap between the value of expectations and the value of the patient's perception of the outpatient room by using service quality, then the priority of improvement will be determined using importance performance analysis which will later become customer needs in the quality function deployment method. Quality function deployment is used because it is able to determine the proposed improvement in service quality. Based on the final results of this study obtained the order of priority improvement is the cleanliness and comfort of the hospital waiting room and its environment (1), cleanliness of public toilets (4), politeness and friendliness of the admissions officers (8), knowledge and ability of medical personnel in dealing with disease (10), medical personnel provide medical equipment and medicines are complete (11), the speed and accuracy of information officers in serving outpatients (13), and the speed and accuracy of medical personnel in serving outpatients (15). The speed and accuracy of medical personnel in serving outpatients.

Keywords : Google Review, Service Quality, Quality Function Deployment, Importance Performance Analysis