

ABSTRACT

Health as one of important thing in our life, have to be the most important attention. One of company giving health service is PT. Askes. Progressively the increasing of requirement of society demand of health service will be good and with the company appearance of a kind which is active in health service, hence PT. Askes require to do the improvement to service owned. Askes Silver as one of commercial product of Askes, owning big enough opportunity to reach for the market. This matter is supported because service type which vary and go into effect the national. But in this service applying there are a lot of sigh from customer. For that require to be done, need a researc to identify the consumer requirement and improve the quality of service. One of method which can be used for the product development is Quality Function Deployment, which is supported with the existence of technical characteristic of company to assist the researcher in translating custome requirement.

In research done by interview and data collecting to get the requirement attribute. 34 requirement attribute obtained to be grouped in tree diagram and translated into 24 technical characteristic. The result analysed into matrix of House of Quality, where is previously done by test of data and calculation use the weighted average performance.

From matrix HOQ will be got a highest raw weight for attribute of technical characteristic and requirement. Requirement attribute obtained represent the attribute which must be paid attention by company and cope improved performance value. While technical characteristic obtained represent the technical characteristic giving highest contribution for company.

Result of this research is development will be done at attribute owning highest value raw weight that is claim the drug if outside DPHO (14,44%). To overcome this claim, side the Askes have to be more pay attention to the claim raised by consumer. Because in reality, disappointed consumer with the procedure of claim management eating old time. For that, PT. Askes have to use the easy claim management procedure and not need a long time.

STTELKOM