

## ABSTRACT

Health service industry such as hospital is developing. The great number of hospitals in Indonesia evokes competition in serving customer, that is the patient. PELNI hospital as health service provider has to keep and improve the service quality given according to patient needs in order to give satisfaction and to grow loyalty of customer, one of the services given is hospitalization service. This service needs to be evaluated by PELNI hospital which proceeded by quality improvement of hospitalization service so that patient satisfaction can be achieved.

The approach of this research is carried out by using *Quality Function Deployment* (QFD) method by interpreting *voice of customer* into technical characteristic and combining them which portrayed in first iteration of *House of Quality (HOQ)*. Then it is proceeded by second iteration by building *Part Deployment* matrix which is done by inserting technical characteristic obtained from first iteration to get *critical part* of hospitalization service of PELNI hospital.

From preliminary interview, 41 attributes of customer needs regarding hospitalization service of PELNI hospital are obtained. Then these attributes are designed in the form of questionnaire to be distributed to 115 respondents to find out the importance and performance rate of service given. Brainstorming and discussion with *duty manager* of PELNI hospital results in 22 technical characteristics and 31 *critical parts*. Based on highest value of *raw weight*, attributes of needs that will become improvement priorities are obtained, which are doctor is skillful in using medical tools (6,58), doctor can communicate well (6,57), doctor examines regularly (6,57), room's comfort (6,48), and friendliness of paramedic in serving (6,37). Technical characteristic recommended to be improved and developed based on the highest contribution value is performance evaluation with the contribution value of 5,111. Whereas the *critical part* recommended to be improved and developed based on the highest contribution value is monitoring by hotel coordinator with the contribution value of 3,953.

Based on the analysis, recommendation that can be given to PELNI hospital is the improvement concept design of hospitalization service so that patient satisfaction and performance of this service in PELNI hospital can be increased.

Keywords: Hospitalization service of PELNI hospital, Improvement recommendation and *Quality Function Deployment* (QFD)