

ABSTRACT

Telkom Health Foundation (Yakes Telkom) is a separate entity from Telkom, which is a non-profit and engaged in the health service was established on April 1, 1998. Yakes began his task by making the management of health services from all Regional Division (Divre) and dividing by regional location. Since the year 2000 health management for employees, retirees and their families and some of Telkom's subsidiaries managed by Yakes Telkom. To serve customers Yakes Telkom Area 3, Yakes held four services center, which is TPKK Sentot Alibasyah, TPKK Gegerkalong, TPKK Kebon Waru, TPKK Sumber sari. But, since February 5th 2010, it turned into 3 service center, are TPKK Sentot Alibasyah, TPKK Gegerkalong, and eMC Buah Batu. Complaints for Yakes Telkom services should be noted although the company is a non-profit, so that customers can actually be treated in Yakes Telkom, do not do the treatment in other clinic or hospital that could increase the cost to incurred by Yakes Telkom. Consider these things, so should be an evaluation of the performance Yakes Telkom services for the design and performed the service improvements which can answer customer's needs and desires.

The method that used in the service design process is Quality Function Deployment Method (QFD). QFD can be used as a method for the health services quality because QFD focused on fulfilling the needs and wabts of consumers. And with the needs and wants of consumers, the company can offset its fulfillment by providing the technical characteristics and the critical part.

From the preliminary data processing results in this study obtained 32 attributes desired customer needs by patients of Yakes Telkom, especially TPKK Sentot Alibasyah. Then, attribute these needs is poured into a questionnaire that will be distributed to 205 patients. Based on the results of questionnaires which was processed into the service design requirements and obtained 20 technical characteristics, 29 critical parts, and recommendations are grouped in 3 main groups based on priority levels and the value of contributions.

The design of the service will eventually be given the proposed improvements Outpatient services at TPKK Alibasyah Sentot thereby increasing customer satisfaction and ultimately increase customer loyalty and reduce costs the company incurred.

Keywords : *Quality Function Deployment, Health, Polyclinic.*