

ABSTRACT

Poliklinik Widya Bhakti INTI is owned by PT INTI and open to the public. Polyclinic target to serve the public and employees to the end of 2010 has the percentage of 50% and 50%, but the actual targets were not achieved. It can be seen from the percentage of the public population as many as 2.68%, while the percentage of employees amounted to 97.32%. And there are complaints from patients about polyclinic quality. The purpose of this study is to improve the quality of service based on the need attributes desired by patient are determined by the customer requirements, the technical requirements and critical part.

The aim of this research is to improve the service quality of polyclinic Widya Bhakti INTI in this research, Quality Function Deployment method is used. There are five dimensions that contained in this research, which are: tangibles, reliability, responsiveness, assurance, and empathy. Each dimension has its own attribute of needs and the source of data is gathered through interview to the patient, translated into technical characteristics and critical parts.

From the interview that has been performed to 30 respondent, 26 attributes that become as expectation and will or desire from the patients have been gathered. Then it is designed into questionnaire. In order to know the quality of the competitor, benchmark is performed to the polyclinic St. Borromeus. From brainstorming with the management and derivation from the attribute of needs into technical characteristic, there are 16 points of technical characteristics gathered with 19 most critical parts. The highest raw weight is achieved from the result of voice of customer or customer requirement, which is: the various of medicine in the pharmacy (6.46), technical requirement and critical part which have the highest contribution are the quality of doctor (21.2%) and the level of doctor expertise (18.19%).

Key word : Quality Function Deployment (QFD), Quality of service in polyclinic Widya Bhakti INTI, critical part.