

ABSTRACT

RSUD Ir. Soekarno Sukoharjo district is a public hospital that was established in 1960. Currently the hospital has outpatient services, inpatient services, emergency services, radiology services, pharmaceutical services, laboratory services, medical rehabilitation services, and hemodialysis services. In outpatient services there are several shortcomings that need to be evaluated. this is evidenced by the decline in patient satisfaction in 2019 and the results of a preliminary survey which proves that there are still shortcomings that need to be evaluated. The basis of this research is to design the attributes of outpatient service needs using the results of the integration between the Service Quality method and the Kano model. Attributes obtained from the results by in-depth interviews with outpatients at RSUD Ir. Soekarno Sukoharjo district. The dimensions used in this study use the Service Quality dimensions, namely; tangibles, reliability, assurance, responsiveness, and empathy. based on the Service Quality dimension there are 26 outpatient service attributes to measure the quality of outpatient services at RSUD Ir. Soekarno Sukoharjo district. The results of the integration between the Service Quality method and the Kano model produce true customer needs. Based on true customer needs obtained 17 attributes that must be improved and 1 attribute that must be developed. Based on true customer needs, there are 22 recommended recommendations.

*Keywords— **Outpatient Service, Service Quality, Kano Model, True Customer Needs***