

## ABSTRAK

### RANCANGAN PERBAIKAN KUALITAS PELAYANAN KESEHATAN MENGUNAKAN METODE SERVQUAL, *IMPORTANCE* *PERFORMANCE ANALYSIS*, DAN *QUALITY FUNCTION DEPLOYMENT* PADA KLINIK PRATAMA SOEDIRMAN

Orlianita Ananda  
H1E020035

Kepuasan pelanggan menggambarkan kualitas pelayanan yang diberikan oleh suatu perusahaan. Klinik Pratama Soedirman merupakan klinik rawat jalan yang merupakan pusat pelayanan kesehatan Universitas Jenderal Soedirman (Unsoed) yang berada di bawah badan pengelola bisnis Unsoed. Berdasarkan jumlah keluhan yang dilihat dari ulasan *platform Google Maps* pada Klinik Pratama Soedirman, sebanyak 56% pelanggan menyatakan pelayanan yang diberikan klinik kurang memuaskan. Oleh karena itu, perlu dilakukan pengukuran sejauh mana kualitas pelayanan yang diberikan Klinik Pratama Soedirman agar dapat memenuhi harapan pelanggan. Penelitian ini bertujuan untuk mengetahui tingkat kepuasan pelanggan di Klinik Pratama Soedirman, mengetahui atribut pelayanan di Klinik Pratama Soedirman yang perlu dijadikan prioritas perbaikan, dan merancang usulan perbaikan untuk meningkatkan kualitas pelayanan di Klinik Pratama Soedirman dengan menggunakan integrasi metode *Service Quality (SERVQUAL)*, *Importance Performance Analysis (IPA)*, dan *Quality Function Deployment (QFD)*. Hasil analisis menggunakan metode SERVQUAL menunjukkan bahwa pelayanan yang diberikan Klinik Pratama Soedirman belum mampu memenuhi harapan pasien hal ini dibuktikan dengan nilai *gap* seluruh atribut pelayanan memiliki nilai rata-rata sebesar -0,44. Terdapat 3 atribut yang menjadi prioritas perbaikan berdasarkan analisis dengan metode *Importance Performance Analysis* yaitu atribut kebersihan dan kelengkapan alat medis, ketersediaan dokter, dan jadwal pemeriksaan sesuai dengan janji. Berdasarkan hasil analisis dengan metode *Quality Function Deployment* diperoleh rekomendasi yang dapat meningkatkan kualitas pelayanan Klinik Pratama Soedirman yaitu mengimplementasikan sistem manajemen terintegrasi, melakukan pengelolaan alat medis, dan melakukan penilaian kinerja dokter dan staf klinik.

**Kata kunci:** Kepuasan Pelanggan, Kualitas Pelayanan, SERVQUAL, *Importance Performance Analysis*, *Quality Function Deployment*.

## ABSTRACT

### HEALTH SERVICES QUALITY IMPROVEMENT DESIGN USING SERVQUAL METHODS, PERFORMANCE IMPORTANCE ANALYSIS, AND QUALITY FUNCTION DEPLOYMENT AT THE PRATAMA SOEDIRMAN CLINIC

**Orlianita Ananda**  
**H1E020035**

*Customer satisfaction describes the quality of service provided by a company. Pratama Soedirman Clinic is an outpatient clinic which is the health service center of Jenderal Soedirman University (Unsoed) under the Unsoed business management body. Based on the number of complaints from reviews of the Google Maps platform at the Pratama Soedirman Clinic, as many as 56% of customers stated that the service provided by the clinic was less than satisfactory. Therefore, it is necessary to measure the extent of the quality of service provided by Pratama Soedirman Clinic to be able to meet customer expectations. This research aims to determine the level of customer satisfaction at the Pratama Soedirman Clinic, find out the service attributes at the Pratama Soedirman Clinic that need to be prioritized for improvement, and design improvement proposals to improve the quality of service at the Soedirman Pratama Clinic using the integration of Service Quality (SERVQUAL), Importance methods Performance Analysis (IPA), and Quality Function Deployment (QFD). The results of the analysis using the SERVQUAL method show that the services provided by Pratama Soedirman Clinic have not been able to meet patient expectations, this is proven by the gap value for all service attributes having an average value of -0.44. There are 3 attributes that are priority improvements based on analysis using the Importance Performance Analysis method, namely the attributes of cleanliness and completeness of medical equipment, availability of doctors, and examination schedules according to appointments. Based on the results of the analysis using the Quality Function Deployment method, priority recommendations were obtained that could improve the quality of Pratama Soedirman Clinic services, namely implementing an integrated management system, managing medical equipment, and conducting performance assessments.*

**Keywords:** *Customer Satisfaction, Service Quality, SERVQUAL, Importance Performance Analysis, Quality Function Deployment.*