

**ANALISIS KUALITAS LAYANAN RAWAT INAP MELALUI
PENERAPAN *QUALITY FUNCTION DEPLOYMENT* (QFD) DI RSIA
MELATI HUSADA KOTA MALANG**

Nur Ratri Iffat (Manajemen-18/426649/EK/21980)

Dosen Pembimbing: Wakhid Slamet Ciptono, MBA., MPM., Ph.D.

Intisari

Rumah sakit dituntut untuk memberikan mutu pelayanan yang prima sesuai dengan harapan pasien. Penelitian ini menganalisis kualitas layanan agar tercipta sistem pelayanan yang berkualitas dan merespon kebutuhan kesehatan pasien secara efisien di Instalasi Rawat Inap RSIA Melati Husada Kota Malang. Desain penelitian menggunakan metode penelitian deskriptif dengan pendekatan kuantitatif dan didukung oleh data kualitatif. Data kuantitatif diperoleh dari kuesioner yang disebar pada pasien atau wali pasien yang telah menggunakan layanan secara utuh. Data kualitatif dihimpun melalui wawancara terstruktur dengan Kepala Pelayanan Medis guna mengidentifikasi persyaratan teknis yang memenuhi kebutuhan pasien. Analisis data dilakukan dengan mengintegrasikan metode SERVQUAL dengan *Quality Function Deployment* melalui instrumen *House of Quality*. Berdasarkan hasil penelitian, diperoleh informasi penting terkait kesenjangan antara ekspektasi dengan persepsi dari suatu atribut. Studi juga menunjukkan 29 atribut kebutuhan pasien serta 20 persyaratan teknis beserta tingkat kepentingannya untuk memenuhi kebutuhan tersebut. Informasi terkait peringkat perbaikan dan korelasi antarpersyaratan teknis juga dipaparkan sebagai acuan dalam mengembangkan layanan.

Kata Kunci: Rawat Inap, Rumah Sakit, Kualitas Layanan, SERVQUAL, *Quality Function Deployment*, *House of Quality*

INPATIENT SERVICE QUALITY ANALYSIS BY USING *QUALITY FUNCTION DEPLOYMENT* (QFD) IN MELATI HUSADA MOTHER AND CHILD HOSPITAL, MALANG CITY

Nur Ratri Iffat (Management-18/426649/EK/21980)

Thesis Supervisor: Wakhid Slamet Ciptono, MBA., MPM., Ph.D.

Abstract

A Hospital is required to provide an excellent services according to patients' expectation. This research aimed to analyze the quality of services in order to create a great quality service system and also to efficiently respond the needs of patients in the Inpatient Installation of Melati Husada Mother and Child Hospital, Malang City. This research used a descriptive research method with a quantitative approach and supported by qualitative data. The quantitative data were obtained from questionnaires distributed to the patients or their guardian who had used the services as a whole. Qualitative data collected through structured interviews with the Head of Medical Services in order to identify the technical requirements that meet patient needs. Data analysis was carried out by integrating the SERVQUAL assessment and Quality Function Deployment method through House of Quality instrument. Based on the results of the study, important information was obtained regarding the gap between the expectations and perceptions of patient. The study also shows 29 attributes of patient needs and 20 technical requirements as well as their importance to meet these needs. Information related to improvement ratings and correlations between technical requirements is also presented as a reference in developing services.

Keyword: Inpatient, Hospital, Service Quality, SERVQUAL, *Quality Function Deployment, House of Quality*