ABSTRACT

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QUALITY IMPROVEMENT IN HEALTH SERVICES INSTALLATION USING 

SERVQUAL – FUZZY METHOD 

(Case study at Sumber Glagah Leprosy Hospital)

Sumber Glagah hospital to be a complain of services in health services installation. The number of complaints coming into the box suggestions and criticisms associated with the services provided in IRNA of RSK Sumber Glagah Mojokerto. Is necessary to do research on the quality of health services, with the aim of knowing the patient satisfaction of existing services. Therefore, services improve the quality of its service try to meet the needs and expectations of its customers. Results of this research will help find the best strategy to improve service quality through integration of Servqual and also Importance-Performance Analysis.

Servqual is a method of quality assessment based on customer needs by finding the gap between perceptions and expectations of customers. The questionnaire was conducted to obtain perceptions and expectations of customers. The negative gap between perceptions and expectations is defined as a unsatisfied service for the customer. Importance-Performance Analysis of Cartesian diagrams are used to combine the level of expectation and perception. The attributes in quadrant IV Cartesian diagram is a priority service.

The results of the research indicates negative gaps in all dimensions of health services. It is that the biggest gap of services is the variable of doctors and nurses providing the information. Then followed fixes including fixes courtesy, friendliness of doctors and nurses, the same service to all patients, the schedule of hospital services is carried out appropriately.

Keywords: Servqual, Importance-Performance Analysis, service quality, gap.