QUALITY IMPROVEMENT OF HOSPITAL’S SERVICE PHARMACY OF ST. VINCENTIUS A PAULO IN SURABAYA USING SERVQUAL AND QFD METHODS

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ABSTRACT

St. Vincentius a Paulo or RKZ has been one of the private hospital in Surabaya and established in 1925. Hospital’s pharmacy of RKZ has an important role in supporting medical care in RKZ. Therefore, hospital’s pharmacy improve the quality of its service by trying to meet the needs of its customers. This research will help find the operational actions to improve the service quality through integration of Servqual, Importance-Performance Analysis and Quality Function Deployment (QFD) methods.

Servqual is a quality assessment method of service attributes by finding the gap between perception and expectation of customers. A survey was conducted to obtain the perception and expectation of inpatient customers. The negative gap between perception and expectation is defined as an unsatisfied service for the customer. The Cartesian diagram of Importance-Performance Analysis method showed that the service attributes in quadrant IV of Cartesian diagram were the prioritized service attributes. Based on these service attributes, The House of Quality (HOQ) of QFD method was developed to determine the operational actions for improving the service quality.

The result of this research shows that the operational actions for improving the service quality of hospital’s pharmacy of RKZ are increasing the number of RKZ pharmacist’s assistants, implementing customer care training immediately, implementing pharmacist’s assistants training every 3 months, providing the information of the pharmacy’s services for customers by using posters, improving supply chain of drugs, and implementing the rotation of pharmacist’s assistants based on duty and shift.

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