

***Strategy of Service Quality Improvement Patients BPJS
with Quality Function Deployment (QFD) Method
In Puskesmas Patrang
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ABSTRACT

Services can be assessed based on five dimensions of service quality which are tangibles, reliability, responsiveness, assurance and empathy. In the implementation of a health center in Patrang, there are some problems such as complaints about waiting time due to lack of speed in its service and the medical officers are not always stand-by. The purpose of this research is to design a strategy in improving service quality of BPJS outpatients at Puskesmas Patrang using QFD method. The type of the research is quantitative research. The population of the research taken is 444 BPJS outpatients of Puskesmas Patrang. The technique of the research is accidental sampling. Eighty-two patients of 20-40 years old are taken as the sample. The result of the research shows some priority problems, obtained from improvement ratio numbers, and the puskesmas should focus more on those numbers in order to improve the service. The improvement ratio is done by determining the strategy using NGT technique. Thus, the first priority is to add more human resources, such as office boys (cleaning service), registration officers, doctors, nurses, etc. so that the puskesmas is able to maintain and develop the existing mobile health centers. Also, there should be punishment for those less disciplined officers.

Keyword: *Service Quality, QFD Method, Outpatient installation*