

## ABSTRACT

*Based on Healthy Department of Semarang on 2007, one of indicators to measure hospital performance is Bed Occupation Rate (BOR) or utilize rate of hospital bed. BOR describe a number of utilize rate hospital bed. The ideal BOR value for hospital is 75% until 85%. But there are several hospitals which it's BOR value up to 100 % because of a number of patient that stay moreover than provided hospital bed. According to that, we can know that there is big enough demand for hospital facility (especially hospital bed). So, this research try to design hospital bed using Ulrich-Eppinger development product method.*

*To get primary data, interview the customer could be the best way. According to the interview results, there are 19 requirements of attributes obtained. These would be categorized by using tree diagram. Then the importance value and performance value are calculated by means of Weight Average Performance (WAP) method. Secondary data are obtained from CV. Bartec Utama Mandiri, competitor, literatur, and internet*

*From the result of the data processing, there are 5 attributes of customer needs having the highest weight. They are the stabiliness of hospital bed (4,45), has locking castor (4,39), the powerness of hospital bed (4,36), has back rest adjustment (4,35), and the easily move of castor (4,33). The 19 attributes gotten by the interview are translated into 21 metrics on technical spesification.*

*According to analysis and result of data processing done on 19 attributes of customer's need and 21 metrics, can be given recommendation to CV. Bartec Utama Mandiri that is design of hospital bed development to meet customer's need, in order to get customer satisfaction and customer loyalty in the middle of competition.*

*Key words : design product, hospital bed, Ulrich-Eppinger*