ABSTRACT

Health issues are currently attracting the attention of the Indonesian public and government, where in the last five years the number of health complaints has continued to increase. This has an impact on the number of hospitals starting to increase every year. Suppose it is related to the number of hospital visits, the more the number of public complaints increases, then the average number of visits to each hospital will increase. One area that experiences this is the city of Bandung. Humanna Priima Hospital is a 'C' accredited general public hospital located in Bandung City. The condition of patient visits at Humanna Priima Hospital has decreased in number over the last five years. This problem will certainly be very detrimental if an appropriate solution is not created. Thus, this research aims to design recommendations for improving the quality of hospital health services based on the perceived needs of customers or patients.

This two research combines two scientific disciplines, namely management science and operational science. In management science, this research uses Servqual (Service Quality) theory and in operational science, it uses Kano theory and Quality Function Deployment (QFD) first iteration and second iteration. Apart from that, this research also uses the principle of identifying customer satisfaction based on customer need attributes.

This research uses a case study research strategy, with quantitative data collection methods and qualitative data collection methods. Customer needs will be identified based on Servqual dimensions which are Tangible, Reliability, Responsiveness, Assurance, and Empathy. Quantitative data collection was carried out using a questionnaire. Then, it was analyzed using integration data analysis of the Servqual and Kano. The results will be developed, by collecting qualitative data, into technical characteristics using Quality Function Deployment (QFD), planning phase or House of Quality (HoQ) Matrices analysis. Next, the HoQ results will be developed into critical parts through the QFD's design phase or Part Deployment Matrices. Finally, the development will be carried out through a combined analysis which will produce a recommendation for a design to improve the quality of hospital health services.

The results of the analysis show that 11 patient requirements have not been met, out of a total of 27 need attributes. These eleven requirements were then developed into 13 technical characteristics, with the results of 7 of them still not being optimal. These seven technical characteristics were then developed into 19 critical parts based on technical concepts, with the results of 16 of them not being optimal. So, from the 16 critical parts that are not yet optimal, recommendations will be developed to improve the quality of health services to meet patient requirements.

Key words: *Customer needs, House of Quality* (HoQ), *Kano, Part Deployment Matrices, Quality Function Deployment* (QFD), *Service Quality* (*Servqual*)