ABSTRAK

Kualitas pelayanan merupakan segala sesuatu yang memfokuskan pada usaha untuk memenuhi kebutuhan dan keinginan konsumen yang disertai dengan ketepatan dalam menyampaikannya sehingga tercipta kesesuaian yang berimbang dengan harapan konsumen. Jenis penelitian gabungan kuantitatif dan kualitatif kemudian diolah dengan menggunakan metode *Quality Function Deployment*. Penelitian ini dilakukan di Intalasi Rawat Inap Rumah Sakit Royal Prima Medan, 1 September 2022 – 1 Januari 2023. Populasi ialah pasien maupun keluarga pasien yang menggunakan jasa layanan rawat inap di Rumah Sakit Royal Prima Medan dalam rentang waktu Desember 2022 – Januari 2023. Sampel 98 responden dengan kriteria inklusi merupakan pengguna layanan rawat inap Rumah Sakit Royal Prima Medan serta bersedia dan mampu mengisi lembar kuesioner yang diberikan. Diperoleh hasil dan kesimpulan bahwa atribut pelayanan terbagi atas dimensi tangibles, empathy, assurance, responsiveness, dan reliability; gap score yang diperoleh paling kecil bernilai -0.12 di atribut jumlah tenaga medis pada dimesni Reliability, terbesar ialah 0.09 berada di atribut penampilan fisik dokter dan staf pada dimensi Tangibles; diperoleh 3 atribut kategori A (Attractive), 15 atribut kategori O (One-dimensional), dan 5 atribut kategori M (Must-be); respon teknikal utama yang perlu dilakukan dalam upaya peningkatan kualitas pelayanan adalah pengembangan Rumah Sakit, peningkatan kerjasama, penyelenggaraan pendidikan dan latihan.

ABSTRACT

Service quality is anything that focuses on efforts to fulfill consumer needs and desires accompanied by accuracy in conveying them so as to create a balanced conformity with consumer expectations. This type of combined quantitative and qualitative research is then processed using the Quality Function Deployment method. This research was conducted at the Inpatient Installation of the Royal Prima Hospital Medan, 1 September 2022 – 1 January 2023. The population was patients and their families who used inpatient services at the Royal Prima Hospital Medan in the period December 2022 – January 2023. Sample 98 Respondents with inclusion criteria were users of inpatient services at Royal Prima Medan Hospital and were willing and able to fill in the questionnaire provided. The results and conclusions obtained are that service attributes are divided into tangibles, empathy, assurance, responsiveness and reliability dimensions; The smallest gap score obtained was -0.12 in the number of medical personnel attribute in the Reliability dimension, the largest was 0.09 in the physical appearance attribute of doctors and staff in the Tangibles dimension; obtained 3 attributes in category A (Attractive), 15 attributes in category O (One-dimensional), and 5 attributes in category M (Must-be); The main technical responses that need to be carried out in an effort to improve service quality are hospital development, increasing cooperation, organizing education and training