

ABSTRACT

Customer satisfaction in the field of service is very important to pay attention to, in hospitals the level of patient satisfaction is one of the indicators of success whether the service provided is in accordance with expectations. Based on the identification of problems at Hospital X, it is known that the customer service index (CSI) assessment in the inpatient unit of Hospital X still has a score below the target and there are complaints from patients about the services provided in the inpatient unit. In addition, it is known that there are no assessment attributes that include the tangible dimension (physical/tangible evidence) in the inpatient unit, while the quality of assessment services related to the tangible dimension cannot be separated from the attention of consumers in this case, namely patients, therefore assessments related to the tangible dimension are also important to be carried out. In overcoming existing problems, this study uses the Service Quality method which includes the dimensions of reliability, responsiveness, assurance, empathy, and tangible, and uses the Pareto concept to determine the attributes that are prioritized for improvement. The Pareto concept states that an improvement of 20% of the causes of vital problems (vital few) realizes 80% improvement overall (trivial many). The results of the data processing carried out show that 20 attributes are included in the vital few 20% area, but this is considered not to describe the essence of the Pareto concept because there are too many attributes that are included in the vital few 20% area. An alternative to the problem is to choose attributes in the vital few areas of 20% that have an absolute negative gap value of more than (-0.40), and the results show that 8 attributes have the largest negative gap between the expectations and perceptions of inpatient patients. The improvement design proposed in this study focuses on developing nurse performance as the most important resource in health services in hospitals to patient satisfaction such as nurse communication skills training, nurse performance assessment, compensation, and scheduling and nurse workload.

Keywords – Customer Satisfaction, Gap, Service Quality