

ABSTRACT

Rumah Sakit Umum Pusat Dr. Kariadi is a hospital in the city of Semarang. A significant increase in population is a concern in the hospital's service quality. One of many ways is to improve the quality of service to match the expectations of consumers. This study discusses the application of Quality Function Deployment (QFD) with the aim of determining customer requirements so that every level and functional area of the hospital would be able to take action on the existing functional services.

The Samples of this research are 100 consumers of Rumah Sakit Umum Pusat Dr. Kariadi. The data used were obtained through questionnaires and direct interviews. Data analysis uses descriptive analysis. Based on House of Quality (HOQ), QFD analysis is made to improve the quality.

The plan of service quality improvement in RSUP Dr. Kariadi goes pretty well. However, the number of respondents with low satisfaction level is the highest among the other categories. The findings of this research are the availability of adequate and safe parking is an important requirement for the consumers of RSUP Dr. Kariadi. Other findings mentions consumers in RSUP Dr. Kariadi needs the comfort and tranquility of the hospital environment.

Keywords: *House of Quality, Service, Voice of Customer*