Managing Voice of The Customer Based on Patient Satisfaction

Abstrak:

There were high default rate of TB treatment using DOTS strategies at Dungus Lung Hospital, Madiun (RSPDM), that exceeds the national standard, more than 10%. The most default treatment occurred in the intensive phase during 2006-2008. The research was to reduce the high default rate of TB treatment by carried out the management of voice from customer, that was caused by dissatisfaction from patients and supervisors from hospital in taking medicine within infrastructure, human resources and services process. Observational study and survey research design with cross-sectional study during May 2010. Primary data were collected from patient questionnaires and the supervisors accompanied to swallow the drug. Frequency distribution is used to analyze the data. The supervisors from default patient were aged between 21-50 years, male, elementary education, have no job, no income, living less than 20 km from RSPDM, choose the treatment place because of medical employee, and have a family relationship with the patient. The dissatisfied statement from default patient was because of infrastructure, the personnel, and the complexity in service process. Recommendation for RSPDM was to improve the quality of health services and health's employee to lowering the default rate of TB-DOTS patients.

Keyword:

TB DOTS strategy, voice of the customer, default patient