CAUSE ANALYSIS OF OUTPATIENT VISITS DECREASING BASED ON SERVICE QUALITY GAPS MODEL

Abstrak:

In healthcare services, gap between quality service by provider and the expectation of consumer are frequently found. This research was aimed to analyze why the number of outpatient visit in Usada Hospital Sidoarjo gradually decreased. This research identified 7 kind of gap using service quality gaps model. This was cross-sectional study with descriptive approach. Interview using questionnaire had done to 100 outpatient, 13 management official, and 18 Usada hospital’s employees. The expected service, perceived service, external communication to consumer, service delivery, service quality specification, management perceptions of consumer expectations, and employee perceptions of consumer expectation were measured using service quality Key Quality Characteristics Assessment for Hospitals (KQCAH) scale. The research showed that the only gap which has the positive value was gap 3. This means that the service provided by the hospital was still not fulfilled the patient expectation. By improve the employee commitment, hold marketing research, and upgrade the task standardization for quality improvement goal, hospital can increase the number of patient visit.

Keyword:

Daftar Pustaka:

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