

ABSTRACT

UPT Puskesmas Paninggilan is a public health center with 24 hours health service that provides inpatient care, emergency room, maternity room, and outpatient care facilities. Satisfactory services are important for puskesmas because patient satisfaction indicates the quality of puskesmas services in providing care. The purpose of this study was to analyze the main priorities of services based on the level of gap between expectations and patient's satisfaction at the UPT Puskesmas Paninggilan with healthqual methods, Importance Performance Analysis (IPA), and Quality Function Deployment (QFD). The application of healthqual, IPA, and QFD methods are able to provide information about the patient's needs and desires for puskesmas services. Analysis of the main priorities of services that are considered as important but the implementation still not satisfactory which is attribute in A quadrant of cartesian chart . this proves that the puskesmas needs to improve those main priority attributes the service quality of the UPT Puskesmas Paninggilan to increase the satisfaction and perception of patients who are being treated and cured.

Keyword: *Service quality, Healthqual, Importance Performance Analysis (IPA), Quality Function Deployment (QFD)*

