

ABSTRACT

Each person requires a healthy body in order to carry out their daily activities well and smoothly. When the condition of his body began to fail, people need a place or service to be able to help restore their body. Hospitals and health centers is one of the public service providers in health field. Patient satisfaction with services provided by hospitals are the main factors that must be considered for each hospital. RSUP. Dr. M. Djamil is one of the public health service providers with the most patient visits found in outpatient services. However, based on the data results Installation of Public Relations and Public Complaints RSUP. Dr. M. Djamil recent years, showed the patient's complaints against the pharmacy services. It shows that the services provided by the pharmacy installation RSUP. Dr. M. Djamil has not been in line with expectations, desires and demands of the public as consumers. Based on the conditions of pharmacy service obtained, it is necessary to analyze the quality of pharmacy services based on the perception of outpatients at RSUP. Dr. M. Djamil Padang using Servqual Methods and Quality Function Deployment (QFD), which begins with questionnaires perceptions and expectations of patients, statistical testing, calculation of Servqual Methods, calculation of QFD Methods, and calculation the ratio of the service level to the hospital competitors. The conclusions obtained from this study consist of 7 pieces priority of quality improvements to enhance services in the outpatient department of pharmacy depot RSUP. Dr. M. Djamil from the QFD stage 1, with a pharmaceutical depot service quality at the second rank 66% with good service quality category.

Key Words : *Service, Pharmacy Installation, Servqual Methods, Quality Function Deployment (QFD)*

