

*An Analysis of Service Quality Gap at the Outpatient Poly
of Harapan dan Doa Hospital, Bengkulu City*

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ABSTRACT

This research aims to determine whether there is a gap between the expected quality and the quality of service received by patients at Harapan and Doa Hospital, Bengkulu City. This quantitative descriptive method research uses a cross sectional approach. The sample in the study was 99 outpatients at Harapan and Doa Hospital, Bengkulu City, which was taken by accidental sampling. Importance-Performance Analysis is used as a data analysis technique to produce the quality of hospital services to see whether there is a gap between the quality of services provided by the hospital and what patients expect. The research results show that the expected quality of service at the hospital is 4.03. It can be concluded that the community satisfaction index for the expected quality of service is in the good category because the score obtained is in the range 3.41-4.20 and the research results show that the quality of service received by the hospital is 3.39. It can be concluded that the community satisfaction index for the quality of service received is quite good because the score obtained is in the range 2.61-3.40, as well as the community satisfaction index for the quality of service at the outpatient poly of Harapan and Doa Hospital, Bengkulu City in Quadrant III which shows the service is considered less or unimportant by the community/patients and the service is less than satisfactory.

Keywords: *Quality, Gap, Service Received, Service Expected*

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