

# Strategy Formulation of Health Clinic Service Improvement in COVID-19 Condition Using Fuzzy AHP and QFD Method

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## Abstract

Clinics are one of the sectors affected by the COVID-19 pandemic. Clinics are one of the sectors affected by the COVID-19 pandemic. From the clinic that became the object of research, the number of customers in several polyclinics such as the dental poly and Maternal and Child Health poly fell by 50%. This is because the change in customer habits to visit clinics and clinics is one of the places to be avoided during the pandemic. The role of clinics as the front line in handling COVID-19 and people's fear of visiting clinics are things that must be balanced to improve the quality of health clinic services. This study uses Makara UI clinic in Indonesia, Depok which provides services for general poly, dental poly, Maternal and Child Health poly, counseling poly, pharmacy, laboratory and COVID-19 services such as vaccination and SWAB Antigen/PCR tests. This study uses the Integration of Analytical Hierarchy Process (AHP) and quality function deployment (QFD) methods to evaluate and improve services at a health clinic. AHP is used to obtain consumer preferences for clinical services mathematically. QFD is used to determine corrective actions and service targets according to patient needs. From the literature study and expert validation, there were 5 primary factors and 14 secondary factors that became customer needs. These factors and subfactors were assessed by weighting using pairwise comparison. Based on these factors and ratings, this is the target for evaluating and improving services.

## Keywords

Health care service, Clinic service, quality function deployment, Analytical Hierarchy Process, Strategy formulation, Pandemic Covid-19

## Biographies

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