

## Abstract

The objectives of this research are to study factors that affect customer satisfaction and to develop a service design model. The case study was taken from an outpatient unit in a government hospital. The research methodology employed Quality Function Deployment (QFD) which received data gathered from a sample of 95 customers. The data was subsequently deployed through Quality Function Deployment process by creating 4 QFD tables according to the 4-phase model, resulting in a set of tangible service specifications. The results were used to develop service design in the case study in order to increase customer satisfaction along five processes: (1) computer design and processing, (2) human resource management, (3) budget allocation for equipment, (4) analysis and tracking of service quality, and (5) public relations. The outcomes from this research can be used in planning and making improvements in various units in similar organizations to achieve better service quality and maximize customer satisfaction.