

ABSTRAK

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EVALUASI PELAYANAN KEFARMASIAN TERHADAP KEPUASAAN PASIEN DI APOTEK X KOTA TANGERANG

Karya Tulis Ilmiah, Fakultas Ilmu Kesehatan (2023)

(XIV + 41 halaman; 5 tabel; 6 lampiran)

Kepuasan pasien merupakan suatu indikator penting yang perlu diperhatikan dalam pelayanan kesehatan dan merupakan inti dari pemasaran yang berorientasi kepada pasien. Salah satu aspek analisis kepuasan pasien adalah pencapaian kualitas pelayanan di apotek. Saat ini persaingan di bidang kesehatan khususnya pelayanan medis apotek sangat ketat, sehingga hal utama yang perlu diperhatikan adalah kepuasan pasien untuk dapat bertahan, bersaing dan mempertahankan pasar yang ada. Kefarmasian merupakan sebuah pelayanan langsung dan bertanggung jawab kepada pasien yang terkait dengan sediaan farmasi dengan maksud untuk meningkatkan kualitas hidup pasien. Apotek harus mampu menjaga mutu dan memuaskan pasien dengan memberikan pelayanan yang sesuai dengan harapan. Sampel penelitian ini diambil secara accidental sampling yaitu sebanyak 100 orang. Hasil penelitian ini ada sebanyak 46% responden berjenis kelamin laki-laki dan sebanyak 54% responden berjenis kelamin perempuan, dimana 36% lebih banyak responden berusia lebih dari 40 tahun dengan tingkat pekerjaan tertinggi responden pegawai swasta sebanyak 31%. Dari hasil tingkat kepuasan didapatkan perolehan hasil persentase kehandalan (*reability*) sangat puas sebesar 80%, ketanggapan (*responsiveness*) sangat puas sebesar 88%, jaminan (*assurance*) sangat puas sebesar 83%, bukti fisik (*tangible*) sangat puas sebesar 86%, dan kepedulian (*emphaty*) sangat puas sebesar 82% dan rata-rata hasil persentase sangat puas sebesar 84%.

Kata Kunci: Kepuasan Pasien, Pelayanan Kefarmasian, Dimensi Pelayanan

Referensi: 26 (2000 – 2018)

ABSTRACT

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EVALUATION OF PHARMACEUTICAL SERVICES ON PATIENT SATISFACTION AT PHARMACY X TANGERANG CITY

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(XIV + 41 pages; 5 tables; 6 appendix)

Patient satisfaction is an important indicator that needs to be considered in health services and is the core of patient-oriented marketing. One aspect of patient satisfaction analysis is the achievement of service quality in pharmacies. At present the competition in the health sector, especially pharmacy medical services, is very tight, so the main thing that needs to be considered is patient satisfaction in order to survive, compete and maintain the existing market. Pharmacy is a direct and responsible service to patients related to pharmaceutical preparations with the aim of improving the quality of life of patients. Pharmacies must be able to maintain quality and satisfy patients by providing services that meet expectations. The sample of this research was taken by accidental sampling, namely 100 people. The results of this study were that 46% of the respondents were male and 54% of the respondents were female, where 36% were more than 40 years old with the highest level of employment as private employee respondents at 31%. From the results of the satisfaction level, it was obtained that the percentage of reliability (reability) was very satisfied by 80%, responsiveness (responsiveness) was very satisfied by 88%, assurance (assurance) was very satisfied by 83%, physical evidence (tangible) was very satisfied by 86%, and caring (emphaty) is very satisfied by 82% and the average percentage results are very satisfied by 84%.

Keywords: Patient Satisfaction, Pharmaceutical Services, Service Dimensions

References: 26 (2000-2018)