

ABSTRAK

NAMA : SITI MARYAM
Program Studi : Farmasi
Judul : Analisis Hubungan Mutu Pelayanan Instalasi Farmasi Terhadap Tingkat Kepuasan Pasien Rawat Jalan di Puskesmas Kelurahan Ciganjur Periode Desember 2023 Januari 2023

Kepuasan dapat membentuk persepsi dan hal tersebut mempromosikan produk perusahaan di mata pelanggan. Pelayanan yang baik akan memberikan kepuasan yang tinggi kepada pelanggan. Pihak rumah sakit perlu mengetahui mutu pelayanan di Instalasi Farmasi yang telah diberikan dan pengaruh mutu pelayanan terhadap pasien. Hal tersebut penting sebagai acuan dalam pembenahan mutu pelayanan instalasi farmasi, sehingga pelayanan yang diberikan pada tingkat kepuasan yang optimal. Penelitian ini merupakan penelitian analitik kuantitatif dengan rancangan *cross sectional*. Sampel dalam penelitian ini adalah pasien unit rawat jalan di Puskesmas Kelurahan Ciganjur pada bulan Desember 2022-Januari 2023 sebanyak 86 pasien dengan teknik *accidental sampling*. Data dianalisis menggunakan uji *Chi Square*. Hasil analisis univariat diketahui bahwa sebagian besar responden menyatakan puas terhadap pelayanan sebanyak 62,8%, mutu pelayanan baik 81,4%. Ada hubungan mutu pelayanan dengan tingkat kepuasan ($p=0,000$), dimensi *tangibel* (bukti fisik) ($p=0,047$), *reliability* (kehandalan) ($p=0,000$), *responsiveness* (ketanggapan) ($p=0,000$), *assurance* (jaminan) ($p=0,000$) dan *empathy* (empati) ($p=0,000$). Pasien rawat jalan berpeluang menyatakan puas terhadap *reliability* (kehandalan) dengan OR 36,263. Pada penelitian selanjutnya diharapkan pihak puskesmas dapat meningkatkan pelayanan dengan menambah ruang tunggu, meningkatkan kebijakan untuk membantu dan memberikan pelayanan yang cepat kepada pasien, dan menyediakan stok obat.

Kata kunci :

Mutu Pelayanan, Kepuasan, Pelayanan Kefarmasian, Rawat Jalan

ABSTRACT

Name : Siti Maryam
Study Program : Pharmacy
Title : Analysis Of The Relationship Of The Quality Of
Pharmaceutical Installation Services To The Level Of
Satisfaction Of Outpatient Patients In Ciganjur
Kelurahan Puskesmas In Desember 2022-January 2023

Satisfaction can shape perceptions and this promotes the company's products in the eyes of customers. Good service will provide high satisfaction to customers. The hospital needs to know the quality of service in the Pharmacy Installation that has been given and the effect of service quality on patients. This is important as a reference in improving the quality of pharmaceutical installation services, so that the services provided are at an optimal level of satisfaction. To determine the relationship between the quality of pharmacy installation services and the satisfaction level of outpatients at Puskesmas Kelurahan Ciganjur December 2022-January 2023. This research is a quantitative analytic study with a cross sectional design. The sample in this study were outpatient unit patients at the Ciganjur Community Health Center in December 2022-January 2023 as many as 86 patients with accidental sampling technique. Data were analyzed using Chi Square test. The results of the univariate analysis revealed that the majority of respondents expressed satisfaction with the service as much as 62.8%, 81.4% good service quality. There is a relationship between service quality and satisfaction level ($p=0.000$), tangible dimensions ($p=0.047$), reliability ($p=0.000$), responsiveness ($p=0.000$), assurance (guarantee) ($p=0.000$) and empathy ($p=0.000$). Outpatients are likely to express satisfaction with reliability (reliability) with OR 36.263. In the next study is hoped that the puskesmas can improve services by adding waiting rooms, improving policies to assist and provide fast service to patients, and provide stock of drugs.

Keyword :
Service Quality, Satisfaction, Pharmaceutical Care, outpatient