

ABSTRAK

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Program studi : Farmasi
Judul : Hubungan Kualitas Pelayanan Kefarmasian Terhadap Kepuasan Pasien Rawat Jalan Di RSUD Hasanuddin Damrah Bengkulu Selatan Periode Oktober- Desember 2022

Kualitas pelayanan kesehatan merupakan salah satu faktor penting dalam pemanfaatan layanan kesehatan. Penilaian terhadap kualitas pelayanan yang baik tidak terbatas pada kesembuhan penyakit secara fisik, tetapi juga terhadap sikap, pengetahuan dan ketrampilan petugas dalam memberikan pelayanan, komunikasi, informasi, sopan santun, tepat waktu, tanggap dan tersedianya sarana serta lingkungan fisik yang memadai. Penelitian ini bertujuan untuk mengetahui hubungan kualitas pelayanan kefarmasian terhadap kepuasan pasien rawat jalan di RSUD Hasanuddin Damrah Bengkulu Selatan. Penelitian yang dilakukan ini merupakan penelitian deskriptif dengan survei yang bersifat analitik dengan rancangan *cross-sectional*. Populasi dalam penelitian ini adalah pasien rawat jalan yang mengambil obat di Instalasi farmasi RSUD Hasanuddin Damrah Bengkulu Selatan. Jumlah populasi 500 orang Kabupaten Bengkulu Selatan. Teknik *purposive sampling* sebanyak 160 responden. Data yang digunakan adalah data primer. Data dianalisis menggunakan analisis univariat dan analisis bivariat. Hasil penelitian dengan *uji chi square* didapatkan ada hubungan *tangibel* (*p value* 0,001), *reliability* (*p value* 0,000), *responsiveness* (*p value* 0,010), *assurance* (*p value* 0,003), *emphaty* (*p value* 0,000). Ada Hubungan Kualitas Pelayanan Kefarmasian Terhadap Kepuasan Pasien Rawat Jalan di RSUD Hasanuddin Damrah Bengkulu Selatan Periode Oktober-Desember 2022.

Kata Kunci :

Kualitas Pelayanan, Kefarmasian, Kepuasan Pasien

ABSTRACT

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Program Studi : Farmasi

Title : The Relationship between the Quality of Pharmaceutical Services to Outpatient Satisfaction at Hasanuddin Damrah Hospital, South Bengkulu for the October-December 2022 Period

The quality of health services is one of the important factors in the utilization of health services. Assessment of good service quality is not limited to physical recovery of illness, but also to the attitude, knowledge and skills of officers in providing services, communication, information, courtesy, punctuality, responsiveness and availability of adequate physical facilities and environments. This study aims to determine the relationship between the quality of pharmaceutical services to outpatient satisfaction at Hasanuddin Damrah Hospital, South Bengkulu. The research conducted is a descriptive research with an analytical survey with a cross-sectional design. The population in this study was outpatients who took drugs at the pharmacy installation of Hasanuddin Damrah Hospital, South Bengkulu. The total population is 500 people in South Bengkulu Regency. Simple random sampling technique as many as 160 respondents. The data used is primary data. Data were analyzed using univariate analysis and bivariate analysis. The results of research with *the chi square test* found a tangible relationship (p value 0.001), reliability (p value 0.000), *responsiveness* (p value 0.010), assurance (p value 0.003), *emphaty* (p value 0.000). There is a Connection between the Quality of Pharmaceutical Services to Outpatient Satisfaction at Hasanuddin Damrah Hospital, South Bengkulu for the Oct-December 2022 Period.

Keywords :

Service Quality, Pharmaceutical, Patient Satisfaction