

ABSTRAK

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Program Studi : Farmasi
Judul : Hubungan Mutu Pelayanan Instalasi Farmasi terhadap Kepuasan Pasien Rawat Jalan di RSIA Asyifa Depok

Mutu pelayanan farmasi merupakan faktor penting dalam menentukan kepuasan pasien. Penelitian ini bertujuan untuk menganalisis hubungan antara mutu pelayanan farmasi dengan kepuasan pasien rawat jalan di RSIA Asyifa Depok. Penelitian menggunakan desain deskriptif korelasional dengan pendekatan kuantitatif. Sebanyak 394 responden dipilih melalui teknik purposive sampling. Data dikumpulkan menggunakan kuesioner berdasarkan lima dimensi *SERVQUAL*: *Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, dan *Empathy*. Hasil penelitian menunjukkan bahwa sebagian besar pasien merasa puas (50,1%) dan sangat puas (33,3%) terhadap pelayanan farmasi. Skor tertinggi mutu pelayanan terdapat pada dimensi *Responsiveness* (4,13) dan *Assurance* (4,10). Analisis korelasi memperlihatkan hubungan positif yang signifikan antara seluruh dimensi mutu pelayanan dengan kepuasan pasien, khususnya pada *Responsiveness* ($r = 0,601$) dan *Assurance* ($r = 0,587$). Disimpulkan bahwa semakin tinggi mutu pelayanan farmasi maka semakin tinggi pula kepuasan pasien. RSIA Asyifa direkomendasikan untuk terus meningkatkan mutu pelayanan, terutama dalam aspek ketanggapan dan kejelasan komunikasi petugas farmasi.

Kata kunci:

instalasi farmasi, kepuasan pasien, mutu pelayanan, *SERVQUAL*

ABSTRACT

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Study Program : Pharmacy

Title : The Relationship Between Pharmacy Service Quality and Outpatient Satisfaction at RSIA Asyifa Depok

The quality of pharmaceutical services was an essential factor in determining patient satisfaction. This study aimed to examine the relationship between pharmaceutical service quality and outpatient satisfaction at RSIA Asyifa Depok. A quantitative descriptive-correlational design was used with 394 respondents selected through purposive sampling. Data were collected using a questionnaire based on the SERVQUAL dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The results showed that most patients were satisfied (50.1%) or very satisfied (33.3%) with the services. The highest scores were found in Responsiveness (4.13) and Assurance (4.10). Correlation analysis indicated a significant positive relationship between all service quality dimensions and patient satisfaction, particularly Responsiveness ($r = 0.601$) and Assurance ($r = 0.587$). It was concluded that higher pharmaceutical service quality led to higher patient satisfaction. RSIA Asyifa was recommended to strengthen service quality, especially responsiveness and clarity of communication from pharmacy staff.

Keywords:

patient satisfaction, pharmacy department, service quality, SERVQUAL