

ABSTRAK

Nama : Yulianti

Program studi : Farmasi

Judul : Tingkat Kepuasan Pasien Peserta Program Rujuk Balik (Prb) Di
Apotek Sehat Bersama I Kota Bengkulu

Pelayanan kefarmasian merupakan suatu pelayanan kesehatan dibidang obat-obatan. Standart pelayanan kefarmasian diapotek dapat digunakan sebagai tolak ukur bagi tenaga kefarmasian. Penelitian ini bertujuan untuk mengetahui gambaran tingkat kepuasan pasien PRB (program rujuk balik) terhadap pelayanan di apotek. Untuk penentuan sampel digunakan rumus slovin dengan teknik pengambilan sampel menggunakan purposive sampling. Tingkat kepuasan diukur dengan menggunakan Service Quality terhadap 5 dimensi (*tangible, realibility, responsiveness, assurance, dan emphaty*). Hasil penelitian disajikan dengan kuantitatif dengan diperoleh informasi bahwa dari 106 responden, sebanyak 6 responden (5,7%) menyatakan cukup puas, 53 responden (50%) menyatakan puas, dan 47 responden (44,3%) menyatakan sangat puas dengan pelayanan yang diberikan oleh Apotek Sehat Bersama I Kota Bengkulu.

Kata kunci: pasien; apotek; kepuasan

ABSTACT

Name : Yulianti

Study program : pharmacy

Title : Patient Satisfaction Level of Participants in the Referral Program (PRB) at a Healthy Pharmacy

Pharmaceutical service is a health service in the field of medicine. Pharmacy service standards can be used as a benchmark for pharmacy staff. This study aims to describe the level of satisfaction of PRB patients (referral program) to services in pharmacies. Slovin formula is used to determine the sample with a sampling technique using purposive sampling. The level of satisfaction is measured using Service Quality on 5 dimensions (tangible, reliability, responsiveness, assurance, and empathy). The results of the study are presented quantitatively with information obtained that from 106 respondents, as many as 6 respondents (5.7%) said they were quite satisfied, 53 respondents (50%) said they were satisfied, and 47 respondents (44.3%) said they were very satisfied with the service provided that given by Apotek Sehat Bersama I Bengkulu City.

Keywords: patients; pharmacy; satisfaction