

Universitas Ngudi Waluyo
Program Studi Farmasi, Fakultas Ilmu Kesehatan
Skripsi, Juni 2021
Lukas Lonmalei Samsabor Libang
052191187

**EVALUASI KEPUASAN PASIEN TERHADAP PELAYANAN
KEFARMASIAN DI APOTEK KON NDANG SEHAT NYATNYONO
KABUPATEN SEMARANG PERIODE 05 APRIL – 05 MEI 2021**

ABSTRAK

Latar Belakang : Pada saat ini persaingan dalam bidang kesehatan khususnya pelayanan kefarmasian di Apotek sangat ketat sehingga hal utama yang perlu diperhatikan yaitu kepuasan pelanggan sehingga dapat bertahan, bersaing dan mempertahankan pasar yang sudah ada. Apotek harus mampu menjaga kualitasnya dengan memberikan pelayanan yang sesuai dengan harapan pasien agar pasien merasa puas.

Tujuan : Menganalisis kepuasan pasien terhadap pelayanan kefarmasian menggunakan lima dimensi pelayanan yaitu kehandalan (*reability*), ketanggapan (*responsiveness*), keyakinan (*assurance*), bukti fisik (*tangible*), dan kepedulian (*emphaty*)

Metode : Jenis penelitian ini merupakan penelitian deskriptif dengan pendekatan kuantitatif dan rancangan penelitian *cross sectional*. Cara pengambilan sampel menggunakan metode *non-probability* sampling dengan teknik *purposive sampling*. Sampel dalam penelitian ini sebanyak 93 responden. Metode perhitungan kepuasan pasien menggunakan *Customer Satisfaction Index* (CSI).

Hasil : Hasil uji validitas dan reliabilitas dari kuesioner menunjukkan hasil yang valid dan reliabel. Kategori karakteristik responden mempunyai hasil yang terbanyak yaitu perempuan dengan persentase (51.61%), umur 26-35 tahun (41.94%), pekerjaan (32.26%). Kepuasan pasien terhadap pelayanan kefarmasian secara umum yaitu sangat puas (90.2%). Kepuasan pasien yang dilihat dari lima dimensi yaitu sangat puas dengan dimensi kehandalan (89.2%), dimensi ketanggapan (90.2%) , dimensi jaminan (89.8%) , dimensi kepedulian (89.2) dan dimensi bukti fisik (92.6%).

Kesimpulan: Kepuasan pasien serta kelima dimensi yaitu dimensi kehandalan (*reability*), dimensi ketanggapan (*responsiveness*), dimensi jaminan (*assurance*) , dimensi kepedulian (*emphaty*) dan dimensi bukti fisik (*tangible*) adalah sangat puas dengan persentase $\geq 89.2\%$.

Kata Kunci : Apotek, Pelayanan Kefarmasian, Kepuasan Pasien, Dimensi Pelayanan

Ngudi Waluyo University
Study Program of pharmacy, Faculty of Health Sciences
Final Project, June 2021
Lukas Lonmalei Samsabor Libang
052191187

**EVALUATION OF PATIENT SATISFACTION TOWARDS
PHARMACEUTICAL SERVICES AT KON NANDANG SEHAT
PHARMACY NYATNYONO, SEMARANG REGENCY, PERIOD 05
APRIL – 05 MAY 2021**

ABSTRACT

Background: At this time the competition in the health sector, especially pharmaceutical services at pharmacies is very tight so that the main thing that needs to be considered is customer satisfaction in order to survive, compete and maintain the existing market. Pharmacies must be able to maintain its quality by providing services that are in accordance with patient expectations so that patients feel satisfied.

Destination : Analyzing patient satisfaction with pharmaceutical services using five service dimensions, namely reliability, responsiveness, assurance, physical evidence (tangible), and empathy.

Method: This type of research is a descriptive study with a quantitative approach and a cross sectional research design. The sampling method used non-probability sampling method with purposive sampling technique. The sample in this study were 93 respondents. The method of calculating patient satisfaction uses the Customer Satisfaction Index (CSI).

Result: The results of the validity and reliability test of the questionnaire showed valid and reliable results. The respondent's characteristic category has the most results, namely women with a percentage (51.61%), age 26-35 years (41.94%), occupation (32.26%). Patient satisfaction with pharmaceutical services in generalie very satisfied (90.2%). Patient satisfaction is seen from five dimensions, namely very satisfied with the reliability dimension (89.2%), the responsiveness dimension (90.2%), the assurance dimension (89.8%), the empathy dimension (89.2%) and the tangible dimension (92.6%).

Conclusion: Patient satisfaction and the five dimensions, namely the dimension of reliability, the dimension of responsiveness, the dimension of assurance, the dimension of empathy and the dimension of tangible were very satisfied with the percentage $\geq 89.2\%$.

Keywords : Pharmacies, Pharmaceutical Services, Patient Satisfaction, Service Dimensions