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Analisis Tingkat Kepuasan Pelayanan Kefarmasian Pada Pasien Umum Rawat Jalan Di Rumah Sakit Umum Daerah Pandan Arang Boyolali

(xiii + 75 halaman + 18 tabel + 4 lampiran)

ABSTRAK

Latar Belakang : Kualitas jasa pelayanan merupakan bagian penting yang perlu mendapat perhatian dari pihak manajemen rumah sakit untuk peningkatan kualitas apotek rumah sakit, oleh karena itu, dengan adanya kualitas pelayanan yang baik maka kepuasan pasien dapat terpenuhi.

Metode : Penelitian ini merupakan penelitian eksperimental berupa penelitian analisis kuantitatif dengan instrument penelitian yang digunakan berupa kuesioner. Pengambilan data dilakukan secara *accidental sampling* dan didapatkan sampel sebanyak 100 orang. Data diperoleh dengan menyebarkan kuesioner setelah itu data hasil penyebaran kuisoner diinput dan dihitung dengan menggunakan metode *Service Quality* untuk mencari hasil dari analisis kepuasan pelanggan kemudian dipetakan dalam diagram kartesius.

Hasil : Berdasarkan analisis data diperoleh nilai GAP tertinggi pada dimensi kehandalan 1,53 dan nilai GAP terendah pada dimensi bukti fisik 1,19. Rata-rata harapan kepuasan 2,74, nilai rata-rata kenyataan kepuasan 4,09, dan nilai rata-rata GAP 1,35. Dari 35 pernyataan ada 17 dikuadran II memenuhi kualitas pelayanan Apotek.

Simpulan : Kualitas pelayanan di Apotek Instalasi Farmasi RSUD Pandan Arang Boyolali kepada pasien dikategorikan puas.

Kata kunci : Analisis Kepuasan Pelanggan, Tingkat Kepuasan Pelanggan, Metode *Service Quality*

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Analysis of Pharmaceutical Service Satisfaction Levels in Outpatient of Pandan Arang Hospital Boyolali

(xiii + 75 pages + 18 tables + 4 attachments)

ABSTRACT

Background: The quality of services is an important part that needs attention from hospital management to improve the quality of hospital pharmacies, therefore, with a good quality of service, patient satisfaction can be fulfilled.

Method: This research is an experimental research in the form of quantitative analysis research with the research instrument used in the form of questionnaire. Data were collected by *accidental sampling* and 100 samples were obtained. Data were obtained by distributing questionnaires then the results of the distribution of questionnaires were inputted and calculated using the *Service Quality* method to find the results of customer satisfaction analysis were put in Cartesian diagram

Results: Based on data analysis the highest GAP value at the reliability dimension 1.53 and the lowest GAP value at the physical evidence dimension 1.19. The average expectation of satisfaction was 2.74, the average value of reality satisfaction was 4.09 and the average value of GAP was 1.35. From the 35 statements there were 17 statements in quadrant II that met the quality of pharmacy services.

Conclusion: The quality of service in Pharmacy Installation of Pandan Arang Hospital Boyolali was in satisfied category

Keywords: Customer Satisfaction Analysis, Customer Satisfaction Level, Service Quality Method