

ABSTRAK

TOHPATI, GBB., 2016, PENGARUH KUALITAS PELAYANAN KEFARMASIAN TERHADAP LOYALITAS PASIEN RAWAT JALAN YANG DIMEDIASI KEPUASAN PASIEN DI IFRSUD dr. SOEHADI PRIJONEGORO SRAGEN PERIODE FEBRUARI-MARET TAHUN 2016, SKRIPSI, FAKULTAS FARMASI, UNIVERSITAS SETIA BUDI, SURAKARTA.

Loyalitas konsumen merupakan salah satu faktor penting dalam memenangkan persaingan bisnis saat ini, dimana loyalitas diperoleh dari kepuasan konsumen dalam menggunakan suatu barang atau jasa pelayanan. Penelitian ini dilakukan untuk mengetahui adanya pengaruh secara parsial dan simultan antara pelayanan kefarmasian terhadap loyalitas pasien dan melihat besarnya pengaruh kualitas pelayanan kefarmasian terhadap loyalitas pasien rawat jalan di Instalasi Farmasi RSUD Soehadi Prijonegoro Sragen dengan kepuasan sebagai mediasinya.

Prosedur pengambilan sampel menggunakan metode *total sampling* dengan teknik *purposive*. Data diperoleh dari sebaran kuesioner yang dikumpulkan dari pasien rawat jalan Instalasi Farmasi RSUD Soehadi Prijonegoro Sragen. Data dianalisis menggunakan program SPSS dan diuji dengan program LISREL menggunakan metode *Path Analysis* dengan model *trimming*.

Hasil penelitian ini menunjukkan kecepatan petugas dan penampilan fisik berpengaruh secara parsial terhadap kepuasan. Pelayanan obat, ketersediaan obat, kecepatan petugas dan penampilan fisik berpengaruh secara parsial terhadap loyalitas, serta seluruh dimensi pelayanan kefarmasian berpengaruh secara simultan terhadap kepuasan maupun loyalitas pasien. Hasil penelitian ini juga menunjukkan terdapat pengaruh yang cukup besar dari kepuasan untuk menciptakan loyalitas pasien dalam menggunakan pelayanan kefarmasian di Instalasi Farmasi RSUD Soehadi Prijonegoro Sragen.

Kata kunci: kepuasan, loyalitas, pelayanan kefarmasian

ABSTRACT

TOHPATI, GBB., 2016, EFFECT OF PHARMACEUTICAL SERVICE QUALITY TO OUTPATIENT LOYALTY MEDIATED BY PATIENT SATISFACTION IN IFRSUD dr. SOEHADI PRIJONEGORO SRAGEN PERIOD FEBRUARY-MARCH 2016, SKRIPSI, PHARMACY FACULTY, SETIA BUDI UNIVERSITY, SURAKARTA.

Customer loyalty is one of the important factors in business competition nowadays, which to earn the consumer loyalty needs customer satisfaction in using of goods or services. This study was conducted to investigate the effect of partially and simultaneously between pharmaceutical services to the loyalty of outpatient and to know the effect the quality of pharmaceutical services to the loyalty of the outpatient at the dr. Soehadi Prijonegoro Hospital Sragen pharmacy with the patient satisfaction as a mediator.

The sampling procedure was total sampling with purposive method. The data obtained from the distribution of questionnaires which was collected from the outpatient in Soehadi Prijonegoro Sragen District Hospital pharmacy. The data were analyzed using SPSS software and tested by LISREL program using path analysis method with the trimming model.

The results of this research indicated that attendant speed and physical appearance were partially affected on satisfaction. Drug services, drug availability, attendant speed and physical appearance are partially affected on loyalty, as well as the whole pharmaceutical services were affected simultaneously on patient satisfaction and loyalty. The results of this research also indicated there was a considerable influence on patient satisfaction to create loyalty in the use of pharmaceutical services at the dr. Soehadi Prijonegoro Sragen District Hospital pharmacy.

Keywords: loyalty, satisfaction, pharmaceutical services