

## INTISARI

MEGAWATI, 2014, ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PASIEN RAWAT JALAN MEMBELI OBAT DI LUAR APOTIK INSTALASI FARMASI RSKDIA ST. FATIMAH MAKASSAR, TESIS, FAKULTAS FARMASI, UNIVERSITAS SETIA BUDI, SURAKARTA.

Salah satu upaya peningkatan pendapatan rumah sakit melalui instalasi farmasi adalah perbaikan mutu pelayanan dan peningkatan jumlah lembar resep yang masuk ke apotek instalasi farmasi rumah sakit. Penelitian ini bertujuan untuk mengetahui faktor-faktor bauran pemasaran (produk obat, harga, tempat, promosi, orang/petugas apotek, keadaan fisik, proses, ketidakpatuhan dokter terhadap formularium rumah sakit) yang mempengaruhi pasien rawat jalan membeli obat di luar apotek instalasi farmasi RSKDIA St. Fatimah Makassar.

Penelitian ini bersifat deskriptif analitis yang diambil secara *cross sectional* dengan memberikan kuesioner kepada pasien umum rawat jalan sebanyak 241 responden, data primer dan sekunder yang diperoleh kemudian dianalisis dengan menggunakan metode *multiple regresion*, dengan bantuan aplikasi program SPSS 17.

Hasil penelitian menunjukkan variabel produk, harga, tempat dan promosi berpengaruh signifikan terhadap keputusan pasien membeli obat di luar apotek instalasi farmasi RSKDIA St. Fatimah Makassar, sedangkan variabel petugas apotek, proses dan keadaan fisik tidak berpengaruh signifikan terhadap keputusan pasien membeli obat di luar apotek RSKDIA St. Fatimah Makassar.

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Kata kunci: Bauran pemasaran, pasien rawat jalan, IFRSKDIA St. Fatimah Makassar.

## ABSTRACT

**MEGAWATI, 2014, ANALYSIS FACTORS THAT INFLUENCE OUTPATIENT TO BUY DRUGS OUTSIDE PHARMACY DEPARTEMENT IN RSKDIA ST. FATIMAH MAKASSAR, TESIS, PHARMACY FACULTY, SETIA BUDI UNIVERSITY, SURAKARTA.**

One of the efforts to increase revenues through the hospital pharmacy is improving the quality of services and increasing the number of pieces that go into a pharmacy prescription pharmacy hospital. This study aims to know the factors (products, price, place, promotion, officers pharmacies, process, physical state) that influence the purchase outpatients drug outside pharmacy department of RSKDIA St Fatimah Makassar.

This is a descriptive analitic research that taken by cross sectional with provide a questionnaire to outpatients as much as 241 respondents, primary data collection and secondary processed with multiple regresion metode analisis with SPSS 17.

The results showed that the most dominant variable affecting patients buy medicines outside of RSKDIA St . Fatimah pharmacy department is a product that includes the availability of drugs, drug efficacy, and quality of a given drug, the second variable is the price, the response rates of patients in the pharmacy drug RSKDIA St . Fatimah Makassar pharmacy department is more expensive when compared with the prices of drugs outside the hospital pharmacy, the third variable is place, where the pharmacy's place is the patients not easy to see the the place and the fourth variable is the promotion, where officials did not inform the pharmacy more detail the advantages of drugs available in the hospital pharmacy as well as nurses and doctors do not advise patients to buy drugs in pharmacy department of RSKDIA St Fatimah Makassar, the doctor wrote a prescription non-adherence to hospital formularies affect the availability of drugs in pharmacy department, thus significantly influence the factors that predispose patients to buy.medicines outside pharmacy department of RSKDIA St . Fatimah Makassar.

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keywords: marketing mix, buying drugs outside the hospital pharmacy, IFRSKDIA St. Fatimah Makassar.