

INTISARI

KUSTIAH, R., 2018, PENGARUH PELAYANAN KEFARMASIAN TERHADAP KEPUASAN PASIEN DI APOTEK ARI FARMA DAN APOTEK NAYLA FARMA KABUPATEN SRAGEN TAHUN 2018, SKRIPSI, FAKULTAS FARMASI, UNIVERSITAS SETIA BUDI, SURAKARTA.

Tingkat kepuasan pasien merupakan salah satu indikator dalam mengukur keberhasilan pelayanan kefarmasian di Apotek. Pasien akan merasa puas apabila kinerja pelayanan kesehatan yang diperoleh sesuai dengan harapan pasien. Penelitian ini bertujuan untuk mengetahui pengaruh dimensi kualitas pelayanan terhadap kepuasan pasien dan mengetahui persentase faktor kepuasan di Apotek Ari Farma dan Apotek Nayla Farma Kabupaten Sragen berdasarkan dimensi kualitas pelayanan kefarmasian.

Penelitian ini merupakan penelitian yang bersifat non eksperimental dengan rancangan deskriptif (penelitian survei). Populasi adalah seluruh pasien yang datang ke apotek yang mendapatkan pelayanan kefarmasian di Apotek Ari Farma dan Apotek Nayla Farma. Sampel yang diambil dalam penelitian yaitu berdasarkan kriteria inklusi dan eksklusi. Data yang diperoleh melalui instrumen penelitian dengan menggunakan angket, kemudian dianalisis dengan analisis asumsi dasar meliputi uji normalitas, analisis regresi linear sederhana dan analisis regresi linear berganda.

Jumlah responden yang didapatkan dari Apotek Ari Farma sebanyak 164 responden dan dari Apotek Nayla Farma sebanyak 125 responden. Hasil penelitian menunjukkan bahwa di Apotek Ari Farma *tangible* dan *reliability* tidak berpengaruh terhadap kepuasan pasien dan *responsiveness*, *assurance* dan *empathy* berpengaruh terhadap kepuasan pasien sedangkan Apotek Nayla Farma dimensi *tangible*, *reliability*, dan *assurance* tidak berpengaruh terhadap kepuasan pasien dan dimensi *responsiveness* dan *empathy* berpengaruh terhadap kepuasan pasien. Persentase kepuasan pasien terhadap pelayanan kefarmasian di Apotek Ari Farma sebesar 49,2% dan di Apotek Nayla Farma sebesar 40%.

Kata kunci : kepuasan pasien, pelayanan kefarmasian, apotek

ABSTRACT

KUSTIAH, R., 2018, INFLUENCE OF SERVICE OF SEARCHING ON PATISX SATISFACTIONON ARI FARMA APOTEK AND NAYLA FARMA APOTEK REGENCY OF REGENCY IN 2018, UNDERGRADUATE THESIS, FACULTY OF PHARMACY, SETIA BUDI UNIVERSITY, SURAKARTA.

Patient satisfaction level is one of the indicators in measuring the success of pharmaceutical services in Pharmacy. Patient will be satisfied if the health services performance provided is convenient to patient expectation. This study aims to determine the effect of service quality dimensions on patient satisfaction and know the percentage of satisfaction factors in Apotek Ari Farma and Apotek Nayla Farma Sragen regency based on the dimension of quality of pharmaceutical service.

This was non-experimental research with descriptive design (survey research). The population was all patients who gain pharmaceutical services at Ari Farma Pharmacy and Nayla Farma Pharmacy. The sampling was based on inclusion and exclusion criteria. The data were obtained by applying research instrument in form of questionnaire then analyzed by applying basic assumption analysis including normality test, linearity test, simple linear regression analysis, determination analysis, and gap analysis.

Total of respondents from Ari Farma Pharmacy were 164 respondents and from Nayla Farma Pharmacy were 125 respondents. The result of research shows that pharmacy of Ari Farma tangible and reliability have no effect on patient satisfaction and responsiveness, assurance and empathy have an effect on patient satisfaction while pharmacy Nayla Farma dimension tangible, reliability, and assurance have no effect to patient satisfaction and dimension of responsiveness and empathy have an effect on satisfaction patient. The percentage of patient satisfaction on pharmacy service in Apotek Ari Farma is 49,2% and in Apotek Nayla Farma 40%.

Keywords: Patient Satisfaction, Pharmaceutical Services, Pharmacy