

ABSTRACT

PUJIYATI S., 2013, THE ANALYSIS OF THE QUALITY OF PHARMACY SERVICE TO THE PATIENT SATISFACTION IN THE OUT PATIENT DRUGSTORE OF Dr MOEWARDI STATE HOSPITAL SURAKARTA. THESIS. PHARMACY FACULTY. SETIABUDI UNIVERSITY, SURAKARTA.

Along with the rise of demand and hopes from the customers to the health service, the improvement of qualified service by the health service provider is truly needed. The reserach is aim at understanding the influence of the quality of service to the satisfaction of out patient in the out patient drugstore of Dr Moewardi state hospital surakarta.

The study is a survey research with questionair as the data collector. The samples taken by purposive sampling method is for 347 respondents. Data were analysed by GAP test to see whether there is a difference between the level of quality of service received and the level of service hoped by the out patients. Linear Regression test was taken to know whether the dimensions of service quality influence significantly to the out patient satisfaction. The result data of the research were conducted by *SPSS versi 17 for window* program.

Based on the research result, it can be concluded that there is a significant difference between the average of pharmacy service quality received and hoped. The quality of pharmacy service has satisfied the patient of out drugstore of Dr Moewardi state hospital surakarta. *Tangibles, Reliability, Responsiveness, Assurance* and *Empathy* dimensions influent partially to the patient satisfaction with $\leq 0,05$ significantand influent simultantly with significant mark $0,000 \leq 0,05$. The patient satisfaction factor in out drugstore of Dr Moewardi state hospital surakarta can be explained by factors of service quality such as *Tangibles, Reliabiliy, Responsiveness, Assurance* and *Empathy* with the mark of *Adjusted R Square* of 22,1%.

Key words: the satisfaction of out patient, sevice quality, out drugstore of Dr Moewardi state hospital surakarta.