

ABSTRAK

ALFARIS, MI., 2022, ANALISIS KEPUASAN PASIEN TERHADAP PELAYANAN KEFARMASIAN DI PUSKESMAS PURWANTORO 1, PROPOSAL SKRIPSI, FAKULTAS FARMASI, UNIVERSITAS SETIA BUDI, SURAKARTA.

Kepuasan pasien dalam suatu pelayanan kesehatan sangatlah penting untuk diperhatikan dikarenakan dapat menggambarkan kualitas pelayanan di suatu tempat kesehatan. Layanan kefarmasian di Puskesmas pastinya selalu bersinggungan dengan masyarakat dalam praktiknya di lapangan. Tujuan penelitian ini adalah Mengetahui tingkat kepuasan pasien terhadap pelayanan kefarmasian di puskesmas purwantoro 1 dari aspek dimensi *realibility* (kehandalan), *responsiveness* (ketanggapan), *tangible* (bukti langsung), *assurance* (jaminan), dan *empaty* (kepedulian).

Penelitian ini menggunakan metode SERVQUAL menggunakan dimensi dari *Parasuraman et al. (1990)*. Analisis data penelitian ini yaitu secara *univariat*, data yang dihasilkan adalah skor harapan dan skor kenyataan pelayanan kefarmasian puskesmas purwantoro 1 yang telah diukur menggunakan skala *likert*.

Hasil analisis kepuasan pasien terhadap pelayanan kefarmasian di Puskesmas Purwantoro 1 berdasarkan dimensi *realibility*, *responsiveness*, *tangible*, *assurance*, dan *empaty* meperoleh hasil dengan kategori puas, dengan persentase masing-masing 82%, 79,7%, 79,05%, 79,5% dan 79,4%, nilai analisis gap tertinggi yaitu dimensi Jaminan (*Assurance*) sebesar (0,11) di Puskesmas Purwantoro 1.

Kata Kunci : Kepuasan Pasien, Puskesmas, Kefarmasian.

ABSTRACT

ALFARIS, MI., 2022, ANALYSIS OF PATIENT SATISFACTION WITH PHARMACEUTICAL SERVICES AT PUSKESMAS PURWANTORO 1, THESIS PROPOSAL, FACULTY OF PHARMACY, SETIA BUDI UNIVERSITY, SURAKARTA.

Patient satisfaction in a health service is very important to pay attention to because it can describe the quality of service in a health place. Pharmaceutical services at puskesmas certainly always intersect with the community in practice in the field. The purpose of this study is to determine the level of patient satisfaction with pharmaceutical services at the purwantoro 1 health center from the aspects of the dimensions of realibility (reliability), responsiveness (responsiveness), tangible (direct evidence), assurance (guarantee), and empathy (concern).

This study used the SERVQUAL method using dimensions from Parasuraman et al. (1990). The data analysis of this study is univariate, the data produced are the expectation score and the reality score of the pharmaceutical service of the purwantoro health center 1 which has been measured using a likert scale.

The results of patient satisfaction analysts for pharmaceutical services at the Purwantoro 1 Health Center based on the dimensions of realibility, responsiveness, tangible, assurance, and empathy obtained results in the satisfied category, with percentages of 82%, 79.7%, 79.05%, 79.5% and 79.4%, respectively, the highest gap analysis value, namely the Assurance dimension of (0.11) at the Purwantoro 1 Health Center.

Keywords: Patient Satisfaction, Puskesmas, Pharmaceuticals.