

Analisis Kepuasan Pasien Rawat Jalan Terhadap Pelayanan Kefarmasian Di Salah Satu Instalasi Farmasi Rumah Sakit Swasta di Bekasi Timur

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ABSTRAK

Kepuasan dalam pelayanan kefarmasian merupakan indikator penting bagi kualitas pelayanan dan memiliki implikasi bagi penyelenggaraan pelayanan lebih efisien dalam memenuhi kebutuhan pasien. Penelitian ini bertujuan untuk mengetahui tingkat kepuasan pasien terhadap pelayanan kefarmasian di salah satu Instalasi Farmasi Rumah Sakit swasta di Bekasi Timur. Metode yang digunakan adalah metode deskriptif kuantitatif dengan pendekatan *Cross sectional*. Pengukuran pelayanan kesehatan (variabel X) menggunakan konsep *servqual* (dimensi *reliability*, *responsiveness*, *assurance*, *empathy* dan *tangibles*) serta pengukuran kepuasan pasien (variabel Y). Metode pengambilan sampel dengan metode *nonprobability sampling* dengan cara *accidental sampling*. Analisis data bivariat dengan analisis statistik uji *Chi Square*. Hasil penelitian menunjukkan bahwa kepuasan pasien pada dimensi kehandalan 82,56% sangat puas, ketanggapan 76,93% kategori puas, empati 84,64% sangat puas, jaminan 76,96% kategori puas, dan dimensi bukti langsung 83,33% kategori sangat puas. Uji *chi square* menghasilkan nilai *p reliability* 0,002, *p responsiveness* 0,000, *p assurance* 0,002, *p empathy* 0,034, dan *p tangible* 0,008 < *p value* (0,05) maka ada hubungan pelayanan kefarmasian terhadap kepuasan pasien rawat jalan, dan dimensi empati yang paling berhubungan terhadap kelima dimensi kualitas pelayanan kefarmasian di salah satu Instalasi Farmasi Rumah Sakit swasta di Bekasi Timur tahun 2021.

Kata kunci: Pelayanan kefarmasian, kepuasan pasien, servqual, instalasi farmasi, rumah sakit swasta, Bekasi timur

ABSTRACT

Satisfaction in pharmaceutical services is an important indicator of service quality and has implications for more efficient service delivery in meeting patient needs. This study aims to determine the level of patient satisfaction with pharmaceutical services at a private hospital pharmacy in East Bekasi. The method used is a quantitative descriptive method with a cross sectional approach. Measurement of health services (variable X) using the concept of servqual (dimensions of reliability, responsiveness, assurance, empathy and tangibles) and measuring patient satisfaction (variable Y). Sampling method with non-probability sampling method by accidental sampling. Bivariate data analysis with Chi Square test statistical analysis. The results showed that patient satisfaction on the reliability dimension was 82.56% very satisfied, responsiveness 76.93% satisfied category, empathy 84.64% very satisfied, guarantee 76.96% satisfied category, and direct evidence dimension 83.33% very satisfied category. satisfied. The chi square test results in a p value of 0.002 reliability, p responsiveness 0.000, p assurance 0.002, p empathy 0.034, and p tangible 0.008 < p value (0.05) then there is a relationship between pharmaceutical services and outpatient satisfaction, and the most related dimension of empathy. on the five dimensions of pharmaceutical service quality in one of the private hospital pharmacy installations in East Bekasi in 2021.

Keywords: Pharmaceutical services, patient satisfaction, servqual, pharmacy installation, private hospital, east bekasi