

EVALUASI TINGKAT KEPUASAN PASIEN JKN (JAMINAN KESEHATAN NASIONAL) TERHADAP PELAYANAN DI APOTEK PALASARI SUMEDANG

ABSTRAK

Kepuasan merupakan bagian penting dalam pelayanan kesehatan karena kepuasan responden tidak bisa dipisahkan dari kualitas pelayanan kesehatan. Penelitian mengenai Evaluasi Tingkat Kepuasan Pasien JKN (Jaminan Kesehatan Nasional) di Apotek Palasari Sumedang bertujuan untuk menganalisis tingkat kepuasan responden terhadap pelayanan yang dilakukan karyawan/ti Apotek Palasari dengan berdasarkan lima (5) dimensi kualitas pelayanan yaitu kehandalan (reliability), daya tanggap (responsiveness), keramahan (emphaty), jaminan (assurance), dan berwujud (tangible). Penelitian ini menggunakan metode observasional dan kuantitatif dengan rancangan penelitian secara deskriptif. Penelitian dilakukan hingga mencapai target 300 responden. Data dari hasil jawaban atas kuesioner yang sebelumnya telah dilakukan uji validitas dan uji reabilitas lalu disebarkan kepada responden. Kemudian, data di analisis serta diamati persentase tingkat kepuasan yang disajikan dalam bentuk tabel. Dari hasil penelitian diperoleh data untuk dimensi kehandalan (reliability) memperoleh persentase sebesar 72,79%, untuk daya tanggap memperoleh persentase sebesar 70,07%, untuk dimensi jaminan (assurance) diperoleh persentase sebesar 78,83%, untuk dimensi keramahan (emphaty) diperoleh persentase sebesar 78,33%, dan untuk dimensi berwujud (tangible) diperoleh persentase sebesar 71,47%.

Kata kunci: Kepuasan pasien; Observasi; Apotek; Pelayanan Kefarmasian

ABSTRACT

Satisfaction becomes an important part of health service since respondents' satisfaction cannot be separated from the quality of health service. The research on the evaluation of the satisfaction level of JKN patients at Palasari Pharmacy functions to learn and figure out the respondents' satisfaction degree toward the health service carried out by the employees of Palasari pharmacy based on the 5 dimensions of service quality which are among others reliability, responsiveness, empathy, assurance, and tangible. The method used in this research was observational, with the descriptively research design of quantitative analyses. The research was performed to get the target of 300 respondents. The data received based on the answers of previous quisioners had been through the validity and reability tests to be spread out to the respondents. Thus, the data were processed and analyzed, and the percentage of satisfaction level served in the form of table. The data resulted from the research were 72,79 % for reliability, 70,07 % for responsiveness 78,83 % for assurance, 78.33 % for empathy, and 71.47 % for tangible

Key words : Patients' satisfaction, observation, pharmacy, pharmaceutical service.