

EVALUASI KEPUASAN PASIEN TERHADAP PELAYANAN KEFARMASIAN DI SALAH SATU APOTEK KOTA BANDUNG

ABSTRAK

Kepuasan merupakan tingkat perasaan seseorang setelah membandingkan antara kinerja atau hasil yang dirasakan dengan yang diharapkannya. Tingkat kepuasan pasien terhadap pelayanan kefarmasian merupakan salah satu metode untuk mengevaluasi mutu pelayanan di apotek. Penelitian ini bertujuan untuk mengevaluasi tingkat kepuasan pasien terhadap pelayanan kefarmasian di salah satu Apotek Kota Bandung. Penelitian ini merupakan penelitian *deskriptif non eksperimental*. Data penelitian dikumpulkan dengan cara survey dan menggunakan metode *Cross-Sectional* menggunakan kuesioner *SERVQUAL* yang memuat 5 dimensi pelayanan kefarmasian yaitu dimensi fasilitas berwujud (*tangible*), dimensi kehandalan (*reliability*), dimensi ketanggapan (*responsiveness*), dimensi keyakinan/jaminan (*assurance*), dan dimensi empati (*emphaty*) yang di sebarakan pada 60 pasien di bulan Mei-Juni 2020. Hasil penelitian menunjukkan dimensi *emphaty* 65.00% memiliki penilaian paling tinggi. Sedangkan dimensi *reliability* 37.90% termasuk penilaian paling rendah. Maka dapat disimpulkan bahwa Apotek ini masih belum memenuhi kepuasan pasien terhadap pelayanan kefarmasian di Apotek tersebut dalam bidang dimensi kehandalan (*reliability*) terutama untuk kelengkapan obat.

Kata kunci : Apotek, Kepuasan Pasien, Pelayanan Kefarmasian.

EVALUATION OF THE PATIENT SATISFACTION ON PHARMACEUTICAL SERVICES IN ON ONE OF BANDUNG CITY PHARMACIES

ABSTRACT

Satisfaction is the level of one's feelings after comparing between the performance or the results felt with what is expected. The level of patient satisfaction with pharmaceutical services is one method for evaluating the quality of services at pharmacies. This study aims to evaluate the level of patient satisfaction with pharmaceutical services in one of Bandung Pharmacy. This research is a non-experimental descriptive study. The research data was collected by survey and using the Cross-sectional method using the SERVQUAL questionnaire which contained 5 dimensions of pharmaceutical services namely tangible facilities, reliability dimensions, responsiveness dimensions, responsiveness dimensions, assurance dimensions, and assurance dimensions of empathy (emphaty) were distributed to 60 patients in May-June 2020. The results showed the empathy dimension of 65.00% had the highest rating. While the reliability dimension of 37.90% is among the lowest ratings. So it can be concluded that this Pharmacy still does not meet patient satisfaction with pharmacy services at the Pharmacy in the field of reliability dimensions (reliability) especially for the completeness of the drug.

Keywords: Pharmacy, Patient Satisfaction, Pharmaceutical Services.