

GAMBARAN TINGKAT KEPUASAN PASIEN TERHADAP PELAYANAN KEFARMASIAN DI APOTEK NUSA FARMA KOTA BANDUNG

ABSTRAK

Kepuasan pasien merupakan suatu tingkatan perasaan pasien yang timbul akibat dari kinerja layanan kesehatan yang sudah didapatkan sehabis membandingkan dengan apa yang diharapkan. Tingkatan kepuasan pengunjung sendiri sangat tergantung pada kualitas pelayanan. Bila seseorang pengunjung merasa puas dengan nilai jasa pelayanan yang diberikan, sangat besar kemungkinannya untuk jadi pelanggan dalam waktu yang lama. Studi ini bertujuan untuk mengidentifikasi tingkatan kepuasan pasien terhadap pelayanan kefarmasian di Apotek Nusa Farma Kota Bandung. Penelitian ini memakai tata cara deskriptif observasional, pengambilan sampel menggunakan metode *accidental sampling* dengan jumlah responden sebanyak 100 orang. Dari hasil penelitian yang dilakukan, membuktikan bahwa ukuran tingkat kepuasan pengunjung terhadap aspek kehandalan sebanyak 82%, aspek jaminan sebanyak 82%, aspek ketanggapan sebanyak 80%, aspek bukti fisik sebanyak 68%, dan yang terakhir aspek empati sebanyak 64%. Hasil disimpulkan bahwa tingkat kepuasan pasien terhadap pelayanan kefarmasian di Apotek Nusa Farma Kota Bandung termasuk kategori cukup puas dengan persentase sebanyak 75%.

Kata Kunci : Apotek, Jaminan, Kehandalan, Kepuasan, Pelayanan Kefarmasian

**DESCRIPTION OF PATIENT SATISFACTION LEVEL WITH
PHARMACEUTICAL SERVICES IN NUSA FARMA PHARMACY,
BANDUNG CITY**

ABSTRACT

Patient satisfaction is a level of patient feeling that arises as a result of the performance of health services that have been obtained after comparing with what is expected. The level of visitor satisfaction itself is very dependent on the quality of service. If a visitor is satisfied with the value of the services provided, it is very likely to be a customer for a long time. This study aims to identify the level of patient satisfaction with pharmaceutical services at the Nusa Farma Pharmacy, Bandung City. This study uses a descriptive observational procedure, sampling using the method accidental sampling with the number of respondents as many as 100 people. From the results of the research conducted, it proves that the size of the level of visitor satisfaction on the reliability aspect is 82%, the assurance aspect is 82%, the responsiveness aspect is 80%, the physical evidence aspect is 68%, and the last is the empathy aspect is 64%. The results concluded that the level of patient satisfaction with pharmaceutical services at the Nusa Farma Pharmacy in Bandung City was categorized as quite satisfied with a percentage of 75%.

Keywords: Pharmacy, Guarantee, Reliability, Satisfaction, Pharmaceutical Services