

**GAMBARAN TINGKAT KEPUASAN PASIEN TERHADAP
PELAYANAN RESEP TUNAI
DI APOTEK KIMIA FARMA SUKAHATI BOGOR**

**SANTI PUSPITASARI
241FF02021**

Program Studi DIII Farmasi, Fakultas Farmasi
Universitas Bhakti Kencana

ABSTRAK

Tingkat kepuasan pelanggan berbanding lurus dengan kualitas pelayanan apotek. Pelanggan yang puas berdampak terhadap minat pelanggan untuk Kembali ke apotek. Penelitian ini bertujuan untuk mengetahui gambaran Tingkat kepuasan pasien terhadap pelayanan resep tunai di Apotek Kimia Farma Sukahati Bogor. Penelitian ini merupakan observasional pada 72 pasien dengan teknik *purposive sampling*. Tingkat kepuasan responden terhadap pelayanan resep tunai di Apotek Kimia Farma Sukahati Bogor yang meliputi lima dimensi (*tangible, reliability, responsiveness, empathy, assurance*) menunjukkan pasien merasa sangat puas (89,5%) dengan kategori bukti fisik sebesar 90% dan empati 90% terhadap pelayanan resep tunai di apotek Kimia Farma Sukahati Bogor.

Kata Kunci: Kepuasan pasien, pelayanan kefarmasian, rumah sakit, SERVQUAL, instalasi farmasi

***OVERVIEW OF CONSUMER SATISFACTION LEVEL TOWARDS CASH
PRESCRIPTION SERVICES IN PHARMACIES KIMIA FARMA SUKAHATI
BOGOR***

**SANTI PUSPITASARI
241FF02021**

Diploma III Pharmacy Study Program, Faculty of Pharmacy,
Universitas Bhakti Kencana

ABSTRACT

Customer satisfaction is directly proportional to the quality of pharmacy services. Satisfied customers tend to have a higher intention to return to the pharmacy. This study aims to describe the level of patient satisfaction with cash prescription services at Kimia Farma Sukahati Pharmacy in Bogor. This is an observational study involving 72 patients selected using purposive sampling. The respondents' level of satisfaction with cash prescription services at Kimia Farma Sukahati Pharmacy in Bogor, which includes five dimensions (tangibility, reliability, responsiveness, empathy, assurance), shows that patients are highly satisfied (89.5%), with the tangibility and empathy dimensions each scoring 90% in the category of very satisfied.

Keywords: *Quality of pharmacy, patient satisfaction*