

ABSTRAK

Eka, Putu. 2014. *Gambaran Kepuasan Pasien Rawat Jalan Terhadap Kualitas Pelayanan Farmasi di Puskesmas se-Kota Malang*. Tugas Akhir, Program Studi Farmasi Fakultas Kedokteran Universitas Brawijaya. Pembimbing: (1) Ratna Kurnia Ilahi, M.Pharm., Apt. (2) Drs. Bambang Sidharta, MS., Apt.

Tuntutan masyarakat akan mutu pelayanan farmasi, mengharuskan adanya perubahan pelayanan dari paradigma lama *dug oriented* ke paradigma baru *patient oriented* dengan filosofi *Pharmaceutical Care* (Pelayanan Kefarmasian). Oleh sebab itu, sebagai konsekuensi perubahan orientasi tersebut, apoteker sebagai tenaga farmasi dituntut untuk meningkatkan pengetahuan, keterampilan dan perilaku agar dapat memberikan pelayanan kefarmasian secara maksimal. Tujuan dari penelitian ini adalah untuk mengetahui gambaran kepuasan pasien rawat jalan terhadap kualitas pelayanan kefarmasian di Puskesmas se-Kota Malang. Teknik pengambilan sampel dilakukan secara *purposive sampling* dan metode pengumpulan data menggunakan kuesioner yang menggunakan standar SERVQUAL. Standar SERVQUAL memiliki lima (5) dimensi yaitu Bukti Fisik (Tangible), Keandalan (Reliability), Daya Tanggap (Responsiveness), Jaminan (Assurance), dan Empati (Empathy). Sampel yang diambil sebanyak 100 pasien rawat jalan yang tersebar di 15 Puskesmas se-Kota Malang. Hasil penelitian yang diperoleh berdasarkan nilai rata - rata masing-masing dimensi pelayanan farmasi adalah Tangible (3,208), Reliability (3,147), Responsiveness (3,105), Assurance (3,16), dan Empathy (2,995). Indeks Kepuasan Masyarakat (IKM) terhadap pelayanan farmasi di puskesmas dimaksudkan sebagai acuan untuk mengetahui tingkat kinerja pelayanan farmasi di puskesmas, serta memberikan kesempatan kepada pasien yang mendapatkan pelayanan farmasi untuk menilai secara obyektif dan periodik terhadap perkembangan kinerja pelayanan yang telah berlangsung. Berdasarkan penelitian ini, diperoleh nilai Indeks Kepuasan Masyarakat (IKM) terhadap pelayanan farmasi di Puskesmas Kota Malang adalah 77,71. Kesimpulan yang diperoleh adalah pelayanan farmasi di Puskesmas Kota Malang memiliki kategori "B" dalam mutu pelayanannya dan kinerja pelayanannya memiliki kategori "Baik" karena Indeks Kepuasan Masyarakat (IKM) berada diantara nilai interval konversi IKM 62,51 – 81,25.

Kata kunci: pelayanan farmasi, kepuasan pasien rawat jalan, puskesmas

ABSTRACT

Eka, Putu. 2014. *Description of The Outpatient Satisfaction on Service Quality of Pharmacy in Primary Health Care Centers of Malang City*. Final Assignment, Pharmacy Department Faculty of Medicine Brawijaya University. Tutors: (1) Ratna Kurnia Ilahi, M.Pharm., Apt (2) Drs. Bambang Sidharta, MS., Apt.

The demand of the public for pharmacy service quality, requires change in the service of the old paradigm *drug oriented* to the new paradigm *patient oriented* in the philosophy of pharmaceutical care. Therefore, as a consequence of such orientation change, pharmacist as a pharmaceutical personnel is prosecuted to improve knowledge, skill, and behaviour in order to deliver the pharmacy service to the maximum. The purpose of this research was to determine of the outpatient satisfaction on service quality of pharmacy in Primary Health Care Centers of Malang City. The technique of sampling was done in a *purposive sampling* method and the data collection used the questionnaire with the SERVQUAL standard. There are five dimensions of SERVQUAL standard such as Tangible, Reliability, Responsiveness, Assurance, and Empathy. The samples were 100 outpatients that were distributed in fifteen Primary Health Care Centers of Malang City. The research results based on the average value of each dimension on pharmacy service were Tangible (3,208), Reliability (3,147), Responsiveness (3,105), Assurance (3,16), and Empathy (2,995). The Community Satisfaction Index (CSI) of pharmacy service in Primary Health Care Centers is intended as a reference to know the performance level of pharmaceutical care in Primary Health Care Centers, as well as provide opportunities to patients who get pharmacy service to assess objectively and with the development of the performance of the service has been going on. Based on this research, The Community Satisfaction Index (CSI) value obtained of pharmacy service in Primary Health Care Centers of Malang City was 77,71. The conclusion was obtained if the pharmacy service in Primary Health Care Centers of Malang City had "B" category in quality of service and had "Good" category in performance service because Community Satisfaction Index (CSI) is among the interval value of CSI conversion of 62,51 – 81,25.

Keywords: pharmacy service, outpatient satisfaction, primary health care centers