

ABSTRAK

Rosita, Ervina Silvia. 2015. **Kepuasan Pasien Rawat Jalan BPJS (Badan Penyelenggara Jaminan Sosial) Kesehatan terhadap Pelayanan Resep (Studi dilakukan di Rumah Sakit Tk. II dr. Soepraoen Malang)**. Tugas Akhir, Program Studi Farmasi Fakultas Kedokteran Universitas Brawijaya. Pembimbing: (1) Drs. Bambang Sidharta, Apt.,MS (2) Ratna Kurnia Illahi, M.Pharm, Apt.

Pelayanan resep yang bermutu pada instalasi farmasi rumah sakit memberikan kepuasan pada pasien serta menandakan mutu pelayanan kesehatan rumah sakit yang baik. RS Tk.II dr. Soepraoen sebagai rumah sakit yang melayani pasien rawat jalan BPJS Kesehatan, harus memberikan pelayanan resep sesuai standar pelayanan agar dapat menjaga kepuasan pasien. Tujuan penelitian ini adalah mengetahui kepuasan pasien rawat jalan BPJS Kesehatan terhadap pelayanan resep di RS Tk.II dr. Soepraoen. Pengukuran kepuasan dilakukan dengan metode *importance-performance analysis* dan indeks kepuasan pelanggan melalui kuesioner kepada 100 responden (pasien atau pengantarnya) yang menunggu pelayanan resep. Penelitian dilakukan pada Juli 2015 dengan pendekatan *observasional cross sectional*. Pengambilan sampel dilakukan dengan teknik *purposive sampling* sesuai kriteria inklusi yaitu peserta BPJS Kesehatan yang mengambil obat pada Juli 2015 dan berusia minimal 18 tahun. Berdasarkan jawaban responden pada kuesioner didapatkan nilai indeks kepuasan pelanggan sebesar 0,84 dan berdasarkan metode *importance-performance analysis* diketahui bahwa dimensi *reliability*, *tangible*, dan *reponsiveness* terdapat pada kuadran III (tidak puas tapi tidak penting), dimensi *assurance* berada pada kuadran II (puas dan penting), dimensi *empathy* berada pada kuadran IV (puas tapi tidak penting). Sehingga disimpulkan bahwa responden merasa puas dengan keseluruhan pelayanan resep menurut metode *importance-performance analysis* dan indeks kepuasan pelanggan di RS Tk.II dr. Soepraoen.

Kata Kunci: Pelayanan resep, rawat jalan, kepuasan.

ABSTRACT

Rosita, Ervina Silvia. 2015. **Social Security Agency for Health (BPJS) Out Patients Satisfaction Towards Prescription Service (Study Was Conducted At dr. Soepraoen Second Grade Hospital in Malang)**. Final Assignment, Pharmacy Program, Faculty of Medicine, Brawijaya University. Supervisor (1) Drs. Bambang Sidharta, Apt.,MS (2) Ratna Kurnia Illahi, M.Pharm, Apt.

Prescription service quality will give the patient satisfaction and indicates the quality of hospitals health service. As one of the hospitals that serve outpatients with social security agency for health, prescription services provided must meet the standards of service prescribed in order to maintain patient satisfaction. The objective of this study was to determined the satisfaction of social security agency for health outpatients toward prescription service at the pharmacy in dr. Soepraoen Hospital. Satisfaction measurement was conducted by *importance-performance analysis* and customer satisfaction index through questionnaires given to the 100 respondents (patients or patient's family) who are waiting for prescription services. The study was conducted in July 2015 with a *cross-sectional observational* approach. Sampling was done by *purposive sampling* technique with the inclusion criteria Social Security Agency for health participants who took the drug in July 2015 and at least 18 years old. Based on respondents' answers to the questionnaire showed customer satisfaction index score of 0.84 and based on *importance-performance analysis* method is known that the dimensions of *reliability*, *tangible*, and *reponsiveness* are in quadrant III (dissatisfied but not important), the dimension of *assurance* is in quadrant II (satisfied and important), the dimensions of *empathy* is in quadrant IV (satisfied but not important). Thus concluded that the respondents were satisfied with the overall prescriptions service according to the method *importance-performance analysis* and *customer satisfaction index* in dr. Soepraoen hospital.

Keywords : Prescription service, outpatient, satisfaction.