

ABSTRACT

PROFIL TINGKAT KEPUASAN PELAYANAN RESEP DI APOTEK TUJUH SIDOARJO

(Di Tinjau Dari Standar Pelayanan Kefarmasian Di Apotek)

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Pharmacy is a pharmaceutical service facility where pharmacists practice pharmacy. One indicator to assess the pharmaceutical services we provide to patients is the level of patient satisfaction. Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the product or service that is thought of against the performance produced. If the work is below expectations, the patient is dissatisfied, if the work meets expectations, the patient will be satisfied. There are 5 dimensions to help find out how the quality of service is in pharmacies, namely: Reliability, Responsiveness, Assurance, Empathy, Tangible. The type of research used is descriptive research. This descriptive research was conducted using a prospective approach. The data collection technique in this study was carried out using a questionnaire which was filled out by patients who came to the Seven Sidoarjo Pharmacy during July 2022. The study population was patients who ordered drugs using a prescription at the Seven Sidoarjo Pharmacy, namely 70 respondents. The level of patient satisfaction with prescription services at the Seven Pharmacy Sidoarjo is that patients are satisfied with the service of the staff at the pharmacy. The reliability dimension gets a score of 0.57, the responsiveness dimension gets 1.01, the assurance dimension gets 0.70, and the empathy dimension gets 5.80, the Tangible dimension gets 1.02. There are two points where patients are dissatisfied with the performance provided by the Seven Sidoarjo Pharmacy officers, namely on the guarantee dimension regarding staff who are lacking in providing information about exp. drug.

Keywords : Customer satisfaction, pharmacy, service quality.

