

ABSTRACT

ANALYSIS OF PATIENT SATISFACTION LEVEL WITH ONLINE PHARMACEUTICAL SERVICES AT PHARMACY X SURABAYA

Novia Nur Hidayah

Pharmaceutical services can be seen as a factor in evaluating patient satisfaction. Indicators of pharmaceutical services to evaluate patient satisfaction include the friendliness of the staff, drug information services, drug availability, and service speed. The level of patient satisfaction with pharmaceutical services has a positive influence on patient loyalty, so the higher the level of satisfaction, the more loyal the patients are. The purpose of this study is to analyze the level of patient satisfaction with online pharmaceutical services at "X" Pharmacy in Surabaya using a questionnaire through a Google Form link. The research location is at Jl. Menur Pumpungan no. 117 Surabaya. This research was conducted during the month of February 2023. The population in this study consists of online patients at "X" Pharmacy in Surabaya. The sample in this study is 100 patients from "X" Pharmacy in Surabaya. The results of the analysis of the level of patient satisfaction with online pharmaceutical services at "X" Pharmacy in Surabaya show that 97% of patients are satisfied with the friendliness of the staff, 97.5% of patients are satisfied with the drug information services, 94.6% of patients are satisfied with drug availability, and 93.6% of patients are satisfied with the service speed.

Keywords: Level of Patient Satisfaction, Online Pharmaceutical Services, Pharmacy.