

ABSTRACT

LEVEL OF PATIENT SATISFACTION WITH PHARMACEUTICAL SERVICES FOR ANTIHYPERTENSION DRUGS AT RAFA FARMA PHARMACY

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Pharmaceutical service is a direct and responsible service to patients related to pharmaceutical preparations with the aim of achieving definite results to improve the patient's quality of life. What is the level of satisfaction of hypertensive patients with pharmaceutical services at the Rafa Farma Pharmacy. This research is a prospective research method. Prospective data was taken from prescriptions from hypertensive patients in January 2024. Data collection was carried out by distributing questionnaires to hypertensive patients at pharmacies. This research was conducted to measure patient satisfaction with hypertension prescription services at the Rafa Farma Manukan Pharmacy, Surabaya. The sampling technique was carried out using the Incidental Sampling method. Then a SERVQUAL analysis is carried out, if the results obtained are $Q > 0$ then the quality of service can be said to be satisfied, if the results obtained are $Q < 0$ then the quality of service can be said to be dissatisfied. The research results obtained, in the Reliability dimension, namely with an expectation value of 91.8% which means strongly agree and a perception value of 92.8% which means very important. In the Responsiveness dimension, an expectation value of 86.9% means strongly agree and a perception value of 93.6% means very important. In the Assurance dimension, a hope value of 89% means strongly agree and a perception value of 91.8% means very important. In the empathy dimension, a hope value of 86.8% means strongly agree and a perception value of 93.4% means very important. In the Tangible dimension, with an expectation value of 87.2%, it means strongly agree and a perception value of 93.8% means it is very important. The conclusion of this research is that patients are satisfied with the pharmaceutical services at the Rafa Farma Manukan Pharmacy, Surabaya

Keywords : *Hypertension, Satisfaction, Oral antihypertensive, SERVQUAL*