

ABSTRACT

LEVEL OF PATIENT SATISFACTION WITH PHARMACEUTICAL SERVICES AT IBECA FARMA PHARMACY SURABAYA

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Pharmacies are an important part of the pharmaceutical service system that has a direct impact on patient satisfaction and the reputation of pharmaceutical staff in charge of doing pharmaceutical work, such as Ibeca Farma Surabaya Pharmacy which is one of the pharmacies that prioritizes health quality based on the dimension of satisfaction. The quality of service in pharmacies can be determined by patient satisfaction, this can be evaluated through the pharmaceutical service process. The roles and responsibilities of these pharmaceutical technicians have not been fully executed properly so as to form an assessment in the eyes of the community which can be seen from the level of patient satisfaction which can be used as an indicator in assessing the quality of service. The analysis used in this study is a gap analysis to see the level of patient satisfaction. Respondents used for research objects are 120 patients who seek treatment at Ibeca Farma Pharmacy Surabaya. The results obtained from the analysis of the level of patient satisfaction are satisfied with the service at Ibeca Farma Pharmacy Surabaya.

Keywords: Ibeca Farma Pharmacy Surabaya, Satisfaction Level