

ABSTRACT

PROFILE OF PATIENT SATISFACTION LEVEL IN THE QUALITY OF PHARMACEUTICAL SERVICES AT GOLDEN FARMA PHARMACY SURABAYA

Febri Fajriyati

Good pharmaceutical services are services that are directly oriented in the process of using drugs aimed at ensuring the safety, effectiveness and rationality of drug use by applying science and functions in patient care. Consumer satisfaction is the assessment of service users on the services provided. The purpose of this study was to determine the profile of the level of patient satisfaction with the quality of pharmaceutical services at the Golden Farma Pharmacy. The method used in this research is descriptive method. The level of satisfaction is measured based on five dimensions of service quality, and analyzed using gap servqual analysis and Cartesian diagrams.

Characteristics of respondents obtained with the largest number of respondents based on age, namely aged 26-35 years as much as 36.1%, based on gender, namely female by 65.1%, based on the last education of visitors, namely high school / vocational level graduates as much as 62.7%, based on type of work, namely as a private employee as much as 41.0%, based on the number of patient visits with the highest number of visits more than once, namely 84.3%.

The results of the analysis of the gap between the services that have been provided by pharmacies and patient expectations, obtained a value on the reliability dimension 0.07 responsiveness 0.06 assurance 0.06 empathy 0.08 and real evidence 0.11 with an average value that is positive on all five dimensions of service parameters of 0.07 indicates that the level of performance has met the expectations of respondents.

Keyword : *patient satisfaction, pharmaceutical services, service quality, gap servqual analysis, cartesian diagrams.*