

HUBUNGAN KUALITAS PELAYANAN SWAMEDIKASI DENGAN KEPUASAN PASIEN DI APOTEK WILAYAH KECAMATAN TEMBALANG KOTA SEMARANG

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ABSTRAK

Latar Belakang : Kualitas pelayanan swamedikasi sangat berkesinambungan dengan kepuasan pasien, pelayanan yang baik akan membuat pasien menjadi puas dan akan meningkatkan loyalitas. Berbagai studi menunjukkan bahwa tingkat kepuasan pasien yang positif akan berefek pada keberlanjutan penggunaan fasilitas kesehatan yang bersangkutan.

Tujuan : Penelitian bertujuan untuk mengidentifikasi hubungan kualitas pelayanan swamedikasi dengan kepuasan pasien di apotek wilayah Kecamatan Tembalang Kota Semarang

Metode : Metode penelitian yang digunakan adalah observasional analitik dengan rancangan penelitian cross sectional menggunakan instrumen lembar pengamatan dan kuesioner dengan sasaran responden pasien swamedikasi di apotek wilayah Kecamatan Tembalang Kota Semarang. Pengambilan data apotek menggunakan teknik total sampling dan sampel responden ditentukan dengan teknik proportionate stratified random sampling.

Hasil : Dari 28 sampel apotek dan 100 responden menunjukkan kualitas pelayanan swamedikasi di Kecamatan Tembalang mayoritas kurang baik sebesar 68%. Sedangkan kepuasan pasien menunjukkan pasien puas sebesar 100%. Hasil analisis statistik menunjukkan tidak terdapat hubungan antara kualitas pelayanan swamedikasi dengan kepuasan pasien di Kecamatan Tembalang dengan nilai Sig. (2-tailed) 0,410 dan nilai korelasi 0,083.

Kesimpulan : Tidak terdapat hubungan antara kualitas pelayanan swamedikasi dengan kepuasan pasien di Apotek wilayah Kecamatan Tembalang Kota Semarang.

Kata kunci: *pelayanan kefarmasian, pelayanan swamedikasi, kualitas pelayanan, kepuasan pasien di apotek*

THE RELATIONSHIP OF THE QUALITY OF SELF-MEDICATION SERVICES WITH PATIENT SATISFACTION IN THE PHARMACY IN THE TEMBALANG DISTRICT, SEMARANG CITY

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ABSTRACT

Background : The quality of self-medication services is very sustainable with patient satisfaction, good service will make patients satisfied and loyalty will increase. Various studies show that a positive level of patient satisfaction will have an effect on the continued use of the health facility in question.

Objective : The study aims to identify the relationship between the quality of self-medication services and patient satisfaction in pharmacies in the Tembalang District, Semarang City.

Methods : The research method used was analytic observational with a cross-sectional study design using observation sheets and questionnaires with the target of self-medication patient respondents in pharmacies in the Tembalang District, Semarang City. Pharmacy data was collected using a total sampling technique and the respondent sample was determined using a proportionate stratified random sampling technique.

Results : From 28 pharmacy samples and 100 respondents, the quality of self-medication services in Tembalang District was classified as poor at 68%. Meanwhile, patient satisfaction shows that patients are 100% satisfied. The results of statistical analysis show that there is no relationship between the quality of swamdication services and patient satisfaction in Tembalang District with the Sig value. (2-tailed) 0.410 and correlation value 0.083.

Conclusion : There is no relationship between the quality of self-medication services and patient satisfaction in pharmacies in the Tembalang District, Semarang City.

Keyword: *pharmaceutical services, self-medication services, service quality, patient satisfaction in pharmacy*