**Universitas Diponegoro**

**Fakultas Kesehatan Masyarakat**

**Program Studi Magister Imu Kesehatan Masyarakat**

**Konsentrasi Administrasi Rumah Sakit**

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**ABSTRAK**

**Ribekan**

**Analisis Persepsi Mutu Pelayanan dalam Keputusan Pembelian Obat Ulang Pasien Askes Rawat Jalan di Instalasi Farmasi RSUD Sunan Kalijaga Kabupaten Demak**

**xiv + 101 halaman + 12 tabel + 6 gambar + 5 lampiran**

Berdasarkan data Instalasi Farmasi RSUD Sunan Kalijaga Kabupaten Demak, catatan resep obat pasien Askes rawat jalan yang masuk mengalami penurunan dari 50,08% pada tahun 2011 menjadi 30.62% pada tahun 2012. Penurunan resep tersebut dapat dikaitan dengan kepuasan pelanggan. Penelitian ini bertujuan menganalisis keterkaitan aspek persepsi mutu pelayanan, kepuasan pelanggan dan keputusan pembelian ulang obat oleh pasien Askes Rawat Jalan di Instalasi Farmasi RSUD Sunan Kalijaga Kabupaten Demak.

Penelitian dilakukan secara kualitatif. Teknik pengumpulan data dengan wawancara mendalam, observasi dan dokumentasi. Informan utama penelitian pasien Askes 6 orang dan informan triangulasi 3 orang, yaitu Kepala Instalasi Farmasi, Kepala Bidang Pelayanan dan Komite Medis. Analisa data dengan *content analysis*.

Penelitian ini menunjukkan bahwa waktu tunggu pelayanan obat di Instalasi Farmasi RSUD Sunan Kalijaga Kabupaten Demak lebih dari 60 menit dan ketersediaan obatnya belum lengkap. Waktu untuk konsultasi pasien cukup. Penataan obat dan penampilan Instalasi Farmasi menarik dan letaknya strategis. Pegawai memiliki empati yang baik, namun informasi pelayanan obat tidak ada. Pasien Askes yang tidak membeli ulang obat karena merasa tidak puas terhadap pelayanan di Instalasi Farmasi.

Disarankan kepada rumah sakit menambah dan memisahkan loket pelayanan obat, menambah petugas, menetapkan formularium obat, menyusun alur dan informasi pelayanan obat, serta mempublikasikannya.

Kata kunci : Persepsi mutu pelayanan, keputusan pembelian obat ulang,

 pasien Askes Rawat Jalan, Instalasi Farmasi

Kepustakaan : 25 (1983-2012)

**Diponegoro University**

**Faculty of Public Health**

**Master’s Program in Public Health**

**Majoring in Hospital Administration**

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**ABSTRACT**

**Ribekan**

**Perception Analysis of Service Quality in Decision to Repurchasing Medicines by Patients of Outpatient Health Insurance at Pharmacy Installation of Sunan Kalijaga Public Hospital in District of Demak**

**xiv + 101 pages + 12 tables + 6 figures + 5 enclosures**

Data at Pharmacy Installation of Sunan Kalijaga Public Hospital in Demak District indicated that prescription records for patients of outpatient health insurance declined dramatically from 50.08% in 2011 to 30.62% in 2012. The decrease of these prescriptions was associated with customers’ satisfaction. This research aimed to analyze the relationship between the aspect of service quality perceptions and decision to repurchasing medicines by patients of outpatient health insurance at Pharmacy Installation of Sunan Kalijaga Public Hospital in Demak District.

This was qualitative research. Data were collected using methods of indepth interview, observation, and documentation. Main informants consisted of 6 patients of health insurance. In addition, informants for triangulation purposes encompassed 3 persons who were Head of Pharmacy Installation, Head of Service Department, and Medical Committee. Furthermore, data were analyzed using content analysis.

The results of this research showed that the waiting time for medicine services at the installation was more than 60 minutes. In addition, the availability of medicines was incomplete. On the other hand, time of consultation for patients was sufficient. Layout and display of medicines were good and officers in charge had good empathy. Unfortunately, there was no information about medicine services. Patients of health insurance did not repurchase at the installation because they felt unsatisfied about the services.

The hospital manager needs to add and separate a ticket window for medicine services, recruit new officers, determine medicine formula, arrange procedures and information of medicine services, and publish them.

Key Words : Perception of Service Quality, Decision to Repurchasing

 Medicines, Patients of Outpatient Health Insurance, Pharmacy

 Installation

Bibliography : 25 (1983-2012)