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**Fakultas Kesehatan Masyarakat**

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**Konsentrasi Administrasi Rumah Sakit**

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**ABSTRAK**

**Yuari Dwi Suprihati**

**Hubungan antara Mutu Pelayanan dan Kepuasan Pasien di Instalasi Farmasi Rawat Jalan Poli Eksekutif RSP dr. Ario Wirawan**

**75 halaman + 28 tabel + 2 gambar + 12 lampiran**

Mutu dan kualitas pelayanan di Instalasi Farmasi Rawat Jalan Poli eksekutif dapat diukur dengan memperhatikan 5 dimensi yaitu: 1) *tangible*, 2) *reliability*, 3) *assurance*, 4) *responsiveness* dan 5) *emphaty*. Data tahun 2010-2012 menunjukkan persentase pembelian obat pasien poli eksekutif belum mencapai target pihak manajemen, selain itu data lain juga menunjukkan adanya complain dari pasien. Target kunjungan merupakan permasalahan penting yang harus segera diatasi oleh pihak manajemen RSP dr. Ario Wirawan. Tujuan penelitian ini adalah menganalisis pengaruh persepsi pasien tentang mutu pelayanan di Instalasi Farmasi Rawat Jalan Poli Eksekutif RSP dr. Ario Wirawan terhadap kepuasan pasien.

Penelitian ini menggunakan rancangan penelitian observasional, dengan pendekatan *cross sectional*. Populasi penelitian adalah seluruh pasien di Instalasi Farmasi Rawat Jalan Poli Eksekutif RSP dr. Ario Wirawan berjumlah 234 orang, sedangkan sampel penelitian berjumlah 99 orang. Analisis statistik yang digunakan analisis bivariat dengan uji *chi square* dan analisis multivariat dengan uji regresi logistik metode *enter*. Hasil analisis deskriptif, *tangible* tidak baik (55,6%), persepsi *reliability* tidakbaik (12,1%), persepsi *responsiveness* tidak baik (38,4%), persepsi *empathy* tidak baik (18,2%), persepsi *assurance* tidak baik (13,1%). Hasil analisis bivariat menunjukkan bahwa ada hubungan yang signifikan antara *tangible*, *reliability* dan *assurance* terhadap kepuasan pasien di Instalasi Farmasi Rawat Jalan Poli Eksekutif RSP dr. Ario Wirawan (*p*<0,05). Hasil analisis multivariat menunjukkan adanya pengaruh bersama-sama *tangible* (*Exp β* =8,861 dan *p*=0,000), *assurance* (*Exp β*=17,103 dan *p*=0,004) terhadap kepuasan pasien di Instalasi Farmasi Rawat Jalan Poli Eksekutif RSP dr. Ario Wirawan.

Disarankan kepada pihak RSP dr. Ario Wirawan untuk meningkatkan bersama-sama *tangible* pelayanan dan *assurance* pelayanan. Optimalisasi *tangible* dengan membenahi ruang tunggu instalasi farmasi, menyediakan ruang tunggu farmasi yang tersentral, penambahan jumlah tempat duduk ruang tunggu farmasi, menambah tempat sampah, meningkatkan kebersihan toilet ruang tunggu serta menyediakan fasilitas-fasilitas pendukung kenyaman ruang tunggu. Optimalisasi *assurance* dengan meningkatkan kinerja pelayanan yang dapat memberikan keyakinan pada pasien

Kata Kunci : Mutu Pelayanan, Instalasi Farmasi, Kepuasan Pasien

Pustaka : 42 (1978-2012)

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**ABSTRACT**

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**The Relationship between Services Quality and Patients’ Satisfaction at an Outpatient Pharmacy Installation at Executive Poly of dr. Ario Wirawan Lung Hospital**

**75 pages + 28 tables + 2 figures + 12 enclosures**

Services Quality at an Outpatient Pharmacy Installation at an Executive Poly can be measured viewed from 5 dimensions as follows:1) tangible, 2) reliability, 3) assurance, 4) responsiveness, and 5) empathy. Data from 2010 to 2012 showed that percentage of purchasing medicines by patients at executive poly had not reached the management’s target. Other data revealed that there were any complaints from patients. The unachieved visit target is the important problem that must be overcome by the management of dr. Ario Wirawan Lung Hospital. This research aimed to analyze the influence of patients’ perceptions about services quality at the Outpatient Pharmacy Installation at Executive Poly of dr. Ario Wirawan Lung Hospital to patients’ satisfaction.

This was observational research using cross-sectional approach. Research population was all patients (234 persons) of the Outpatient Pharmacy Installation at Executive Poly of dr. Ario Wirawan Lung Hospital. Number of samples was 99 patients. Furthermore, data were analyzed using analyses of bivariate (chi-square test) and multivariate (logistic regression test with an enter method). The results of this research showed that percentages of respondents had bad perceptions of tangible (55.6%), bad perceptions of reliability (12.1%), bad perceptions of responsiveness (38.4%), bad perceptions of empathy (18.2%), and bad perceptions of assurance (13.1%). The result of bivariate analysis showed that variables of tangible, reliability, and assurance significantly related to patients’ satisfaction (p<0.05). Furthermore, multivariate analysis indicated that variables of tangible(Exp(B)= 8,861 and p=0.000), assurance (Exp(B)=17.103 and p=0.004) jointly influenced the patients’ satisfaction.

The hospital manager needs to improve both tangible and assurance of services. Optimization of the tangible aspect can be done by improving waiting room at the pharmacy installation, providing centralized waiting room, adding chairs in waiting room, adding bin, improving hygiene in a waiting room’s toilet, and providing supporting facilities. Optimization of assurance can be done by improving performance of services in order to build the confidence of the patients.

Key Words : Services Quality, Pharmacy Installation, Patients’ Satisfaction

Bibliography : 42 (1978-2012)