

ABSTRAK

HUBUGAN KUALITAS PELAYANAN KEFARMASIAN DENGAN KEPUASAN PASIEN DI APOTEK X KOTA BANJARBARU (Oleh: Nurlailatil Atqia; Pembimbing: Rahmayanti Fitriah dan Ahmad Yanie; Banjarbaru: S-1 Farmasi Universitas Borneo Lestari; 2024: 129 Halaman)

Pelayanan Kefarmasian adalah pelayanan obat di apotek yang bertujuan untuk meningkatkan kualitas hidup pasien. Apotek juga perlu memperhatikan kepuasan pasien dalam meningkatkan pelayanan. Kepuasan pasien penting dalam pelayanan kesehatan karena berkaitan dengan mutu layanan kesehatan. Tujuan penelitian untuk mengetahui hubungan kualitas pelayanan kefarmasian dengan kepuasan pasien di Apotek X Kota Banjarbaru. Metode penelitian menggunakan metode kuantitatif analitik *observasional* dengan pendekatan *cross sectional*. Populasi pada penelitian sebanyak 1.450 pasien dengan jumlah sampel yang ditetapkan menggunakan rumus slovin sebanyak 314 responden menggunakan teknik *non probability sampling* dengan *accidental sampling*. Skala pada penelitian yaitu ordinal. Untuk instrumen penelitian menggunakan kuesioner. Hasil penelitian diketahui bahwa ada hubungan kualitas pelayanan kefarmasian dengan kepuasan pasien dengan nilai sig. (2-tailed) $p = 0,008 < 0,05$ menggunakan uji *correlation spearman's rho*. Kesimpulan penelitian ini bahwa H_0 ditolak dan H_1 diterima.

Kata Kunci: Kualitas Pelayanan Kefarmasian, Kepuasan Pasien, Apotek

ABSTRACT

RELATIONSHIP BETWEEN THE QUALITY OF PHARMACEUTICAL SERVICES WITH PATIENT SATISFACTION AT PHARMACY X BANJARBARU CITY (By: Nurlailatil Atqia; Supervisor: Rahmayanti Fitriah and Ahmad Yanie; Banjarbaru: S-1 Pharmacy University of Borneo Lestari; 2024: 129 pages)

Pharmaceutical Services are drug services in pharmacies that aim to improve the quality of life of patients. Pharmacies also need to pay attention to patient satisfaction in improving service. Patient satisfaction is important in health services because it is related to the quality of health services. The purpose of the study was to determine the relationship between the quality of pharmaceutical services and patient satisfaction at pharmacy X City Banjarbaru. The research method uses observational analytical quantitative methods with a cross sectional approach. The population in the study was 1,450 patients with the number of samples determined using the slovin formula as many as 314 respondents using non-probability sampling techniques with accidental sampling. The scale in the study is ordinal. For research instruments using questionnaires. The results of the study are known that there is a relationship between the quality of pharmaceutical services with patient satisfaction with the sig value. (2-tailed) $p = 0.008 < 0.05$ using Spearman's Rho correlation test. Conclude this study that H_0 is rejected and H_1 is accepted.

Keywords: Pharmaceutical Service Quality, Patient Satisfaction, pharmacy