

## ABSTRAK

### **HUBUNGAN KUALITAS PELAYANAN KEFARMASIAN TERHADAP MINAT KUNJUNGAN ULANG PASIEN DI APOTEK 1000 SEHAT BANJARBARU (Oleh Nur Eva Tia Maisarah: Pembimbing Dr. apt. Hasan Ismail, S.Far., M.M dan apt. Hj. Helmina Wati, M.Sc: 2024: 128 Halaman)**

Minat kunjungan ulang ke instansi pelayanan kesehatan dipengaruhi oleh kepuasan pasien dan kualitas pelayanan yang diberikan sebelumnya. Tujuan penelitian ini untuk mengetahui hubungan kualitas pelayanan kefarmasian terhadap minat kunjungan ulang pasien di Apotek 1000 Sehat Banjarbaru. Metode penelitian ini merupakan penelitian kuantitatif observasional dengan pendekatan *cross sectional*. Data dikumpulkan dari pasien yang berkunjung dan membeli obat di Apotek 1000 Sehat Banjarbaru menggunakan kuesioner. Analisis data dilakukan menggunakan uji *Chi-square*. Hasil penelitian menunjukkan bahwa mayoritas pasien yang menjadi responden berjenis kelamin perempuan sebanyak 59,7%, berdasarkan usia mayoritas pasien yang menjadi responden berusia 26 – 40 tahun sebanyak 53,3%, berdasarkan pendidikan terakhir mayoritas pasien yang menjadi responden pada tingkat SMA/SMK/MA sebanyak 52,8%, berdasarkan pekerjaan mayoritas pasien yang menjadi responden berlatar belakang pekerjaan wiraswasta sebanyak 40,3%, berdasarkan kunjungan ulang mayoritas responden yang berkunjung ulang ke apotek pernah berkunjung lebih dari tiga kali yaitu sebanyak 83,2%. Kualitas pelayanan kefarmasian sebanyak 86,1% responden menilai baik dan 90,1% responden berminat melakukan kunjungan ulang ke Apotek 1000 Sehat Banjarbaru. Hasil hubungan kualitas pelayanan kefarmasian terhadap minat kunjungan ulang pasien menunjukkan nilai *p-value* sebesar 0,000 < 0,05. Disimpulkan bahwa adanya hubungan kualitas pelayanan kefarmasian terhadap minat kunjungan ulang pasien di Apotek 1000 Sehat Banjarbaru.

**Kata Kunci:** Pelayanan, Kunjungan, Apotek.

## **ABSTRACT**

***RELATIONSHIP OF QUALITY OF PHARMACY SERVICES ON PATIENTS' RE-visit INTEREST IN 1000 SEHAT BANJARBARU PHARMACY (By Nur Eva Tia Maisarah: Supervisor Dr. apt. Hasan Ismail, S.Far., M.M and apt. Hj. Helmina Wati, M.Sc: 2024: 128 Pages)***

*The interest in re-visiting a health care institution is influenced by patient satisfaction and the quality of service provided previously. The purpose of this study was to determine the relationship between the quality of pharmaceutical services and patient re-visit interest at the 1000 Sehat Banjarbaru Pharmacy. This research method is an observational quantitative study with a cross sectional approach. Data were collected from patients who visited and bought medicine at the 1000 Sehat Banjarbaru Pharmacy using a questionnaire. Data analysis was performed using the Chi-square test. The results showed that the majority of patients who were respondents were female as many as 40.3%, based on the age of the majority of patients who were respondents aged 26-40 years as many as 53.3%, based on the last education of the majority of patients who were respondents at the SMA / SMK / MA level as many as 52.8%, based on the work of the majority of patients who were respondents had a self-employed background as many as 40.3%, based on repeat visits the majority of respondents who re-visited the pharmacy had visited more than three times, namely 83.2%. The quality of pharmaceutical services was 86.1% of respondents rated it as good and 90.1% of respondents were interested in making repeat visits to the 1000 Sehat Banjarbaru Pharmacy. The results of the relationship between the quality of pharmaceutical services and patient re-visit interest show a p-value of 0.000 <0.05. It is concluded that there is a relationship between the quality of pharmaceutical services and patient re-visit interest at the 1000 Sehat Banjarbaru Pharmacy.*

***Keywords:*** Service, Visit, Pharmacy.