

INTISARI

Pelayanan kesehatan yang belum sesuai dengan harapan pasien diharapkan dapat menjadi masukan bagi organisasi pelayanan kesehatan baik di rumah sakit, puskesmas dan apotek agar berupaya untuk memenuhinya. Pasien akan selalu mencari pelayanan kesehatan yang kinerjanya memenuhi harapan pasien. Hal tersebut dapat meningkatkan kenyamanan pasien sehingga pasien pasti akan selalu datang berobat ke fasilitas pelayanan tersebut. Tujuan dari penelitian ini adalah untuk mengetahui tingkat kepuasan pasien terhadap pelayanan kefarmasian di Apotek Pharm 24 di Kecamatan Gamping Kabupaten Sleman Provinsi Daerah Istimewa Yogyakarta berdasarkan analisis *Customer Satisfaction Index* (CSI) dan *Importance Performance Analysis* (IPA).

Penelitian ini menggunakan desain penelitian *non-eksperimental* secara deskriptif-analitik. Pengambilan data dilakukan secara *purposive sampling* melalui data primer berdasarkan hasil kuesioner. Jumlah responden yang diambil dalam penelitian ini adalah 380 responden yang memenuhi kriteria inklusi. Analisis Tingkat Kepuasan pasien dalam model SERVQUAL dilakukan dengan menggunakan pengukuran analisis *Customer Satisfaction Index* dan penilaian atribut 5 dimensi Servqual menggunakan analisis *Importance Performance Analysis* (IPA).

Hasil analisis *Customer Satisfaction Index* menunjukkan bahwa didapatkan tingkat kepuasan pasien terhadap pelayanan kefarmasian sebesar 81,33%. Hasil analisis *Importance Performance Analysis* yang dibagi ke dalam 4 kuadran. Diketahui persepsi pasien ada 2 atribut yaitu atribut “Petugas apotek memahami keperluan pasien” dan atribut “Petugas apotek tidak membiarkan pasien menunggu lama” termasuk dalam (Kuadran A) sehingga atribu-atribut tersebut harus diprioritaskan utama dalam perbaikan pelayanan kefarmasian di Apotek Pharm 24 di Kecamatan Gamping Kabupaten Sleman Provinsi Daerah Istimewa Yogyakarta. Tingkat kepuasan pasien terhadap pelayanan kefarmasian di Apotek Pharm 24 di Kecamatan Gamping Kabupaten Sleman Provinsi Daerah Istimewa Yogyakarta sebesar 81,33. Hasil analisis *Importance Performance Analysis* yang dibagi ke dalam 4 kuadran diketahui persepsi pasien ada 2 atribut termasuk dalam (Kuadran A) sehingga harus diprioritaskan utama dalam perbaikan pelayanan.

Kata Kunci: Kepuasan Pasien, Kualitas Pelayanan, *Customer Satisfaction Index*, *Importance Performance Analysis*

ABSTRACT

A health service that has not fulfilled the patient expectations are expected to be a suggestion for health service organizations such as hospitals, health centers, and pharmacies to make an effort to fulfill their expectations. Patients will always look for health services whose performance meets their expectations. It is can increase the patients' level of comfort and make them come back to receive their health treatment at those health services. The purpose of this research is to determine the level of patient satisfaction towards the pharmacy services at Pharm 24 Pharmacy at Gamping District, Sleman Regency, Special Region of Yogyakarta based on the analysis of Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA).

This research uses a descriptive non-experimental research design. The data were collected by purposive sampling through primary data based on the results of the questionnaire. The number of respondents taken in this study was 380 respondents who met the inclusion criteria. The analysis of the level of patient satisfaction in the SERVQUAL model was performed using Customer Satisfaction Index analysis measurements and the assessment of 5-dimensional Servqual attributes using the Importance Performance Analysis (IPA) analysis.

The result of the Customer Satisfaction Index analysis shows that the level of patient satisfaction towards the pharmacy services is 81.33%. The Importance Performance Analysis results are divided into 4 quadrants. It is known that there are two attributes of patients perceptions namely the attribute "Pharmacy staff understand the needs of patients" and the attribute "Pharmacy staff does not let patients wait for a long time" which belongs to (Quadrant A) in which these attributes must be prioritized first in improving the pharmacy services at Pharm 24 Pharmacy at Gamping District, Sleman Regency, Special Region of Yogyakarta. The level of patient satisfaction towards pharmacy services at Pharm 24 Pharmacy in Gamping District, Sleman Regency, Special Region Yogyakarta is 81.33. The result of the Importance Performance Analysis are divided into 4 quadrants are know to the patient's perception that there are 2 attributes included in (Quadrant A) so they must be prioritized first in service improvement.

Keywords: *Patients' satisfaction, Service quality, Customer Satisfaction Index, Importance Performance Analysis*