PROFIL PELAYANAN KEFARMASIAN DAN ANALISIS KEPUASAN KONSUMEN APOTEK DI KECAMATAN SANDEN KABUPATEN BANTUL

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ABSTRAK

Peningkatan derajat kesehatan dapat terwujud dengan upaya peningkatan mutu pelayanan dan kepuasan konsumen. Standar pelayanan kefarmasian merupakan sebuah pedoman bagi apoteker dalam menjalankan praktek profesi. Kualitas layanan farmasi dan pelayanan kefarmasian yang lebih baik dan berorientasi kepada konsumen harus terus ditingkatkan guna memenuhi kebutuhan masyarakat yang senantiasa berubah dan meningkat. Penelitian ini bertujuan untuk mengetahui kesesuaian Pelaksanaan Pelayanan Kefarmasian Berdasarkan Permenkes No. 73 Tahun 2016 dan Analisis Kepuasan konsumen Apotek di Kecamatan Sanden Kabupaten Bantul.

Penelitian ini dilakukan dengan metode deskriptif observasional dengan cara pengumpulan data secara *Cross sectional* dengan menggunakan 2 kuisioner yang nantinya digunakan untuk mengetahui Pelayanan Kefarmasian yang ditujukan kepada apoteker penanggung jawab. Selanjutnya Untuk mengetahui Analisis Kepuasan Konsumen terhadap pelayanan kefarmasian yang ditujukan kepada konsumen.

Hasil penelitian menunjukkan bahwa apoteker di Kecamatan Sanden telah melaksanakan Pelayanan Kefarmasian sesuai dengan Permenkes No.73 Tahun 2016 sesuai dengan bagiannya yaitu Pengelolaan Sediaan Farmasi, Alat Kesehatan dan Bahan Medis Habis Pakai sebesar 81% termasuk baik, Pelayanan Farmasi Klinik sebesar 80% termasuk cukup baik, Sumber Daya Kefarmasian 90% termasuk baik, Evaluasi Mutu Pelayanan Kefarmasian sebesar 76% termasuk cukup baik dan secara keseluruhan telah mencapai kesesuaian sebesar 82% dan masuk dalam range baik. Analisis Kepuasan Konsumen diukur dari 5 dimensi dengan hasil puas dengan persentase masing-masing sebesar : Kehandalan (*Reliability*) 74% termasuk cukup baik, Ketanggapan *(Responsiveness)* 68% termasuk cukup baik, Jaminan *(Assurance)* 76% termasuk cukup baik, Empati *(Emphaty)* 60% termasuk kurang, dan Berwujud (*Tangible*) 70% termasuk cukup baik dan secara keseluruhan telah mencapai 69% dan masuk dalam range cukup baik.

Kata kunci: Apotek, Pelayanan Kefarmasian, Kepuasan Konsumen

THE PROFILE OF PHARMACY AND CONSUMER SATISFACTION ANALYSIS OF PHARMACIES IN THE DISTRICT SANDEN BANTUL REGENCY

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ABSTRACT

The increasing degree of health can be realized by improving service quality and customer satisfaction. The standard of pharmaceutical services is a guideline for pharmacists in carrying out professional practice. The quality of pharmaceutical services and better, consumer-oriented pharmaceuticals should continue to improve to meet the ever-changing and increasing needs of society. This research aims to determine the suitability of the implementation of the Ministry of Pharmacy based on Permenkes number 73 year 2016 and consumer satisfaction analysis of pharmacies in the district Sanden Bantul Regency.

This research is done by a descriptive observational method by means of data collection *Cross sectional* by using 2 questionnaire that was later used to determine the pharmacy ministry aimed at the pharmacist And to know the consumer satisfaction analysis of the pharmaceutical services addressed to consumers.

The results showed that the pharmacist in the district of Sanden has carried out the Ministry of Pharmacy in accordance with Permenkes number 73 year 2016 in accordance with the parts that are the Pharmaceutical Preparations, Medical Devices and Medically Consumables amounting to 81 % including good, Clinical Pharmacy Services amounted to 80% including good enough, Resources of Pharmacy 90% include good, Quality Evaluation of the Pharmaceutical Service by 76% including good enough and overall has achieved conformity of 82% and in good range. Consumer Satisfaction Analysis is measured from 5 dimensions with satisfied results with each percentage of: *Reliability* 74% including good enough, *Responsiveness* 68% including good enough, *Assurance* 76% including good enough, *Empathy* 60% include less, and *Tangible* 70% include good enough and overall has reached 69% and entered in the range quite well.

Keywords: Pharmacies, Pharmaceutical Services, Consumer Satisfaction