

INTISARI

Apotek merupakan salah satu fasilitas pelayanan kesehatan yang penting dalam peningkatan derajat kesehatan di masyarakat. Untuk menjaga kualitas pelayanan kefarmasian dalam upaya meningkatkan kepuasan konsumen di apotek harus dilakukan evaluasi pelayanan kefarmasian sesuai dengan Peraturan Menteri Kesehatan Republik Indonesia Nomor 73 Tahun 2016 dan mengevaluasi kepuasan konsumen. Tujuan penelitian ini adalah untuk mengetahui profil pelayanan kefarmasian pada apotek di Kecamatan Kretek sudah memenuhi standar menurut PerMenkes No 73 Tahun 2016 dan untuk mengetahui tingkat kepuasan konsumen terhadap pelayanan kefarmasian yang diberikan di apotek Kecamatan Kretek.

Penelitian ini merupakan jenis penelitian non eksperimental menggunakan desain survey potong lintang yang dilaksanakan terhadap konsumen yang datang membeli obat di apotek Kecamatan Kretek. Sampel penelitian ini adalah 300 konsumen yang dipilih secara *purposive sampling* dan 4 apoteker yang bekerja di apotek Kecamatan Kretek.

Berdasarkan hasil penelitian ini diketahui bahwa Profil Pelayanan Kefarmasian sesuai PerMenkes No 73 Tahun 2016 yang terdiri dari 4 parameter yaitu pengelolaan sediaan farmasi, alat kesehatan dan bahan medis habis pakai dengan hasil 80,55% yang termasuk dalam kriteria cukup, pelayanan farmasi klinik dengan hasil 64,00% yang termasuk dalam kriteria cukup, sumber daya kefarmasian dengan hasil 78,84% yang termasuk dalam kriteria cukup dan evaluasi mutu pelayanan kefarmasian dengan hasil 39,28% yang termasuk dalam kriteria kurang. Hasil total penelitian menunjukkan 69,04% atau berada pada rentang cukup dalam pelaksanaan standar pelayanan kefarmasian. Penelitian analisis kepuasan konsumen diukur dari 5 dimensi *SERVQUAL* yaitu berwujud (*tangible*) 59,81% yang termasuk dalam kriteria kurang, kehandalan (*reliability*) 70,17% yang termasuk dalam kriteria cukup, daya tanggap (*responsiveness*) 72,08% yang termasuk dalam kriteria cukup, jaminan (*assurance*) 69,25% yang termasuk dalam kriteria cukup, empati (*empathy*) 71,65% yang termasuk dalam kriteria cukup. Hasil total penelitian analisis kepuasan konsumen menunjukkan diperoleh hasil rata-rata skor 68,90% yaitu sudah cukup terkait kepuasan konsumen terhadap pelayanan di apotek.

Kata Kunci: Pelayanan Kefarmasian, Kepuasan Konsumen, Kecamatan Kretek

ABSTRACT

Pharmacy (Drug Store) is one of the important health care facilities in improving the health status in the community. To maintain the quality of pharmacy services in an effort to improve customer satisfaction at the pharmacy, evaluation of pharmaceutical services must be carried out in accordance with the Regulation of the Minister of Health of the Republic of Indonesia Number 73 of 2016 and evaluate customer satisfaction. The purpose of this study was to determine the pharmacy service profile at the pharmacy in Kretek Subdistrict had met the standards according to the Minister of Health No. 73 of 2016 and to determine the level of customer satisfaction with pharmaceutical services provided at the Kretek District pharmacy.

This research is a type of non-experimental research using a cross-sectional survey design carried out on consumers who came to buy drugs at the Kretek District pharmacy. The sample of this study was 300 consumers who were selected by purposive sampling, and 4 pharmacists working at the Kretek District pharmacy.

Based on the results of this study it is known that the Profile of Pharmaceutical Services in accordance with Minister of Health No. 73 of 2016 which consists of 4 parameters, namely management of pharmaceutical preparations, medical devices and consumable medical materials with 80% results which are included in sufficient criteria, clinical pharmacy services with 64% results included in the criteria of sufficient, pharmaceutical resources with a result of 78.84% included in sufficient criteria and evaluation of pharmacy service quality with the results of 39.28% included in the criteria of less. The total results of the study show 69.04% or are in sufficient range in the implementation of pharmaceutical service standards. The research of customer satisfaction analysis was measured from 5 dimensions of SERVQUAL which were tangible 59.81% which included in the criteria of lack, reliability 70.17% which included in the sufficient criteria, responsiveness 72.08% which included in the sufficient criteria, assurance 69.25% which is included in the sufficient criteria, empathy 71.65% which is included in the sufficient criteria , the total results of the analysis of costumer satisfaction research shows that the average score of 68.90% is good regarding customer satisfaction with service at the pharmacy..

Keywords: *Ministry of Pharmacy , Customer Satisfaction, Kretek Sub-district*