

ABSTRACT

RIZKY CHOIRUNNISA

***RELATIONSHIP BETWEEN QUALITY OF PHARMACEUTICAL SERVICES WITH OUTPATIENT SATISFACTION OF BPJS PARTICIPANTS AT SINGAPARNA MEDIA CITRAUTAMA HOSPITAL
(Research Studies in the Pharmacy Installation of Singaparna Medika Citrautama Hospital)***

The quality of pharmaceutical services and patient satisfaction can be measured from five dimensions of SERVQUAL (Service Quality), namely the dimensions of tangibles, reliability, responsiveness, assurance and empathy. The aim of this study was to analyze the relationship between the quality of pharmaceutical services and outpatient satisfaction among BPJS participants at Singaparna Medika Citrautama Hospital. The research design used was cross sectional. The population of this study, namely outpatients who received pharmaceutical services at the SMC Hospital, Tasikmalaya Regency in May 2023, was 6,428 people. The sample consisted of 377 people taken using accidental sampling technique. The data collection technique uses the interview method with a questionnaire. Data analysis consisted of univariate and bivariate analysis using the chi square test with the results of the study showing decision making α 0.05, where the results of this study showed the assurance dimension $p = 0.000$ with $OR = 0.184$, the empathy dimension $p = 0.000$ with $OR = 0.167$, dimension physical evidence $p = 0.000$ with $OR = 12.229$, reliability dimension $p = 0.000$ with $OR = 4.607$, responsiveness dimension $p = 0.000$ with $OR = 4.106$. The results of this study show a relationship between the quality of pharmaceutical services and patient satisfaction of BPJS participants at the SMC Hospital, Tasikmalaya Regency. Based on this research, it is recommended to improve the performance of officers who are always friendly, increase accuracy in reading prescriptions, add chairs and air conditioning in the waiting room for pharmaceutical services. The hospital can improve and improve management to always evaluate potential things that could hamper the speed of service times and always double check when reading prescriptions, improve management by adjusting the duties and responsibilities of pharmacy staff.

Keywords: Pharmaceutical Service Quality, Satisfaction, BPJS