

INTISARI

Perkembangan teknologi telah menyebabkan pergeseran orientasi pelayanan kefarmasian dari berfokus pada obat menjadi tertuju pada pelanggan. Beberapa penelitian sebelumnya menunjukkan adanya kesenjangan antara harapan dan kualitas pelayanan kefarmasian yang dirasakan pelanggan di berbagai tempat. Namun, belum ditemukan penelitian serupa di wilayah Jakarta Barat. Oleh karena itu, penelitian ini bertujuan untuk mengetahui tingkat kepuasan pelanggan terkait pelayanan kefarmasian di farmasi komunitas Jakarta Barat.

Penelitian ini menggunakan rancangan non-eksperimental deskriptif kuantitatif dengan pendekatan survei *cross-sectional*. Populasi penelitian adalah pelanggan yang pernah berkunjung ke pelayanan kefarmasian di komunitas pada kota Jakarta Barat dalam 6 bulan terakhir. Responden diseleksi dengan metode *convenience sampling*. Pengumpulan data dilakukan dengan menggunakan kuesioner *pharmacy service questionnaire* versi Korea (PSQ-K) yang telah dimodifikasi dan disebarluaskan secara online melalui google form kepada 150 responden diukur dengan *4-point Likert scale*. Analisis data menggunakan statistik deskriptif dan chi-square test untuk melihat hubungan antara karakteristik responden terhadap kepuasan pelayanan kefarmasian.

Hasil analisis kepuasan pelanggan menunjukkan nilai kepuasan pelayanan kefarmasian secara umum 3,38 (0,57). Mayoritas pelanggan sangat puas terhadap pelayanan yang diberikan farmasis kepadanya (3,42). Meskipun beberapa pelanggan ada yang kurang puas terhadap komunikasi dan profesionalisme dari farmasis, seperti pemberian saran terkait pengobatan oleh farmasis (3,24). Pelanggan puas terhadap farmasis yang membantu dalam mengatur obat-obatannya (3,25), tetapi terdapat beberapa pelanggan yang kurang puas pada manajemen terapi karena kurangnya farmasis dalam menjelaskan efek samping dari terapi pengobatan yang mungkin terjadi (3,00). Terdapat hubungan signifikan antara karakteristik pelanggan (umur, tingkat pendidikan, mengonsumsi obat secara rutin) dengan kepuasan pelanggan pada domain komunikasi dan profesionalisme dan karakteristik (jenis kelamin dan mengonsumsi obat secara rutin) dengan domain manajemen terapi. Pada saat penelitian dilakukan, tingkat kepuasan pelanggan cenderung tinggi terkait pelayanan kefarmasian di Jakarta Barat, meskipun dalam beberapa aspek masih terdapat kekurangan, pelayanan ini perlu ditingkatkan.

Kata kunci: Komunitas, Kepuasan Pasien, Pelayanan Kefarmasian, Jakarta Barat

ABSTRACT

Technological developments have led to a shift in pharmaceutical service orientation from drug-focused to customer-focused. Several previous studies have shown gaps between expectations and the perceived quality of pharmaceutical services by customers in various locations. However, similar research has not been found in the West Jakarta area. Therefore, this study aims to determine the level of customer satisfaction with pharmaceutical services in West Jakarta community pharmacies.

This research uses a quantitative descriptive non-experimental design with a cross-sectional survey approach. The study population consisted of customers who had visited pharmaceutical services in West Jakarta communities within the last 6 months. Respondents were selected using convenience sampling method. Data collection was conducted using a modified Korean version of the Pharmacy Service Questionnaire (PSQ-K) and distributed online via Google Forms to 150 respondents measured with a 4-point Likert scale. Data analysis used descriptive statistics and chi-square test to examine the relationship between respondent characteristics and pharmaceutical service satisfaction.

Customer satisfaction analysis results showed a general pharmaceutical service satisfaction value of 3.38 (0.57). The majority of customers were very satisfied with the services provided by pharmacists (3.42). Although some customers were less satisfied with pharmacists' communication and professionalism, such as providing treatment-related advice (3.24). Customers were satisfied with pharmacists who helped manage their medications (3.25), but some customers were less satisfied with therapy management due to pharmacists' lack of explanation about possible side effects of treatment therapy (3.00). There were significant relationships between customer characteristics (age, education level, routine medication consumption) with customer satisfaction in the communication and professionalism domain, and characteristics (gender and routine medication consumption) with the therapy management domain.. At the time of the study, customer satisfaction levels tended to be high regarding pharmaceutical services in West Jakarta, although there were still shortcomings in some aspects, and these services need to be improved.

Keywords: Community, Patient Satisfaction, Pharmaceutical Services, West Jakarta