

ABSTRACT

Health service quality is a factor that should be taken care of by hospital as one of the health service facilities, especially after the implementation of National Health Insurance. Service quality can be assessed with patient satisfaction. The study aimed to analyze National Health Insurance outpatients' satisfaction on the hospital pharmacy's services.

This study was conducted at outpatient's pharmacy of RSUD Sleman using cross-sectional method with 100 outpatients who were chosen with incidental sampling. The research instrument was a questionnaire with closed-ended questions consists of 7 questions about patient characteristics (gender, age, education, job, salary, membership status, frequency of health service usage) and 28 expectation and perception questions in relation to five dimensions of service quality (reliability, tangibles, responsiveness, assurance, empathy). Data were analyzed using descriptive test, gap test, customer satisfaction index (CSI), chi square, and contingency coefficient.

The difference between perception mean (2,938; s=11,58) and expectation mean (3,425; s=5,398) is -0,487 which indicated that patients were not satisfied with service quality. Chi square result indicated that there is relation between patients' education and patients' satisfaction. The result of contingency coefficient was 0,326. CSI result indicated that responsiveness gave the least score (82,59%). Patients' satisfaction can be achieved by improving pharmacy service quality, especially in responsiveness area which is deemed important by patients.

Keywords: National Health Insurance, hospital, outpatient, satisfaction

INTISARI

Kualitas pelayanan kesehatan merupakan faktor yang harus diperhatikan oleh rumah sakit sebagai sarana pelayanan kesehatan, terutama setelah dilaksanakannya program Jaminan Kesehatan. Kualitas pelayanan dapat dinilai dari tingkat kepuasan pasien. Penelitian ini bertujuan untuk menganalisis kepuasan pasien rawat jalan peserta Jaminan Kesehatan terhadap pelayanan di instalasi farmasi.

Penelitian dilaksanakan di Instalasi Farmasi Rawat Jalan RSUD Sleman menggunakan metode *cross sectional* dengan sampel sebanyak 100 responden dipilih menggunakan teknik *incidental sampling*. Instrumen penelitian adalah kuesioner dengan pertanyaan tertutup yang terdiri dari 7 item pertanyaan karakteristik responden (jenis kelamin, usia, pekerjaan, penghasilan, status kepesertaan, frekuensi penggunaan layanan kesehatan) dan 28 item pertanyaan harapan dan kinerja lima dimensi kualitas pelayanan (*reliability, tangibles, responsiveness, assurance, empathy*). Data yang diperoleh dianalisis dengan uji deskriptif, *gap*, tingkat kesesuaian (Tki), *chi square*, dan *contingency coefficient*.

Selisih antara nilai *mean* kinerja (2,938; s=11,58) dan harapan (3,425; s=5,398) memberikan hasil uji *gap* sebesar -0,487 menunjukkan bahwa pasien belum puas terhadap kinerja pelayanan. Hasil *chi square* menunjukkan ada hubungan antara tingkat pendidikan terakhir dan kepuasan responden dengan nilai *contingency coefficient* sebesar 0,326. Hasil tingkat kesesuaian (Tki) menunjukkan bahwa dimensi *responsiveness* memberikan nilai terkecil (82,95%). Kepuasan pasien dapat dicapai dengan melakukan usaha peningkatan kualitas pelayanan kefarmasian, terutama *responsiveness* yang dianggap penting oleh pasien.

Kata kunci: Jaminan Kesehatan, rumah sakit, rawat jalan, kepuasan