

ABSTRAK

Tenaga kefarmasian perlu mengoptimalkan Komunikasi Informasi dan Edukasi (KIE) obat. Pemberian KIE dilakukan untuk menghindari kesalahan dalam penggunaan obat dan meningkatkan angka kesembuhan penyakit. Maka dilakukan penelitian mengenai tingkat kepuasan pasien terhadap KIE obat oleh tenaga kefarmasian di apotek.

Penelitian ini bertujuan untuk mendapat gambaran tingkat kepuasan pasien terhadap pelayanan obat dengan resep dokter di apotek Celeban. Populasi penelitian yaitu pengunjung Apotek Celeban selama periode 3 bulan. Penelitian ini merupakan penelitian deskriptif observasional dengan desain *cross-sectional*. Data diambil menggunakan kuisisioner. Analisis data digunakan pada penelitian ini adalah CSI (*Customer Satisfaction Indeks*). Analisis data dihitung menggunakan Microsoft Excel terdiri dari 4 tahap yaitu, penentuan *Mean Importance Score* dan *Mean Satisfaction Score*, *Weight Factors*, *Weight Score*, kemudian dihitung dengan rumus CSI dan hasil disesuaikan pada tabel persentase tingkat kepuasan yaitu skor kepuasan 0%-34,99% sangat tidak puas, 35%-50,99% kurang puas, 51%-65,99% cukup puas, 66%-80,99% puas, dan 81%-100% sangat puas.

Tingkat kepuasan pasien terhadap pelayanan apotek Celeban yang menggunakan metode *Customer Satisfaction Index* (CSI), pada penelitian diperoleh hasil presentase sebesar 93,48% yang menunjukkan para konsumen merasa sangat puas terhadap pelayanan informasi obat dengan resep dokter di Apotek Celeban.

Kata Kunci: Kepuasan Pasien, Apotek, Pelayanan Obat, CSI (*Customer Satisfaction Indeks*)

ABSTRACT

Pharmacy staff need to optimize drug Information and Education Communication (IEC). Giving KIE is done to avoid errors in the use of drugs and increase the cure rate of disease. So a research was conducted on the level of patient satisfaction with KIE drugs by pharmaceutical staff at the pharmacy.

This study aims to get an overview of the level of patient satisfaction with prescription drug services at the Celeban pharmacy. The research population was visitors to the Celeban Pharmacy for a period of 3 months. This research is a descriptive observational study with a cross-sectional design. Data is taken using a questionnaire. Data analysis used in this study is the CSI (Customer Satisfaction Index). Data analysis was calculated using Microsoft Excel consisting of 4 stages, namely, determining the Mean Importance Score and Mean Satisfaction Score, Weight Factors, Weight Score, then calculated using the CSI formula and the results adjusted to the percentage table for the satisfaction level, namely the satisfaction score 0% -34.99% very dissatisfied, 35%-50.99% dissatisfied, 51%-65.99% quite satisfied, 66%-80.99% satisfied, and 81%-100% very satisfied.

The level of patient satisfaction with Celeban pharmacy services using the Customer Satisfaction Index (CSI) method, in the study obtained a percentage of 93.48% which showed that consumers were very satisfied with the information service on prescription drugs at the Celeban Pharmacy.

Keywords: *Patient Satisfaction, Pharmacy, Drug Service, CSI (Customer Satisfaction Index)*