

## HUBUNGAN KUALITAS PELAYANAN INFORMASI

### OBAT TERHADAP TINGKAT KEPUASAN PASIEN DI PUSKESMAS GAMPING 1

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#### INTISARI

**Latar Belakang:** Kualitas pelayanan dan kepuasan pasien dianggap sebagai dua konstruk yang saling berikatan, karena kepuasan pasien dapat mempengaruhi kualitas pelayanan yang diberikan oleh penyedia layanan.

**Tujuan:** Mengetahui hubungan antara kualitas PIO terhadap tingkat kepuasan pasien.

**Metode Penelitian:** Penelitian ini merupakan penelitian deskriptif dengan pendekatan secara *cross sectional*. Pengambilan data dilakukan di Puskesmas Gamping 1 dengan sampel penelitian sebanyak 100 responden yang diperoleh dengan menggunakan teknik *Purposive Sampling*. Data penelitian diolah menggunakan analisis univariat untuk menggambarkan demografi pasien, kualitas PIO, dan kepuasan pasien. Analisis bivariat menggunakan uji *Fisher Exact Test* untuk melihat hubungan kualitas PIO terhadap tingkat kepuasan pasien.

**Hasil:** Gambaran sosiodemografi responden sebagian besar berusia 40-50 tahun sebanyak 39 responden (39%), berjenis kelamin perempuan sebanyak 61 responden (61%), berpendidikan SMA/SMK sebanyak 42 responden (42%), pekerjaan lainnya yang termasuk IRT dan mahasiswa sebanyak 46 responden (46%). Tingkat kepuasan pasien terhadap pelayanan informasi obat sebanyak 74 responden (74%) yang merasa sangat puas dan 26 responden (26%) merasa puas.

**Kesimpulan:** Pada penelitian ini ditemukan bahwa terdapat hubungan antara kualitas PIO terhadap tingkat kepuasan pasien di Puskesmas Gamping 1.

**Kata kunci:** Kepuasan, Kualitas Pelayanan Informasi Obat

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# THE RELATIONSHIP BETWEEN THE QUALITY OF DRUG INFORMATION SERVICES AGAINST SATISFACTION LEVEL OF PATIENTS AT PUSKESMAS GAMPING 1

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## ABSTRACT

**Background of the Study:** Service quality and patient satisfaction are considered as two related constructs, because patient satisfaction can affect the quality of service provided by service providers.

**Objective of the Study:** To assess the relationship between quality of PIO against satisfaction level of patients.

**The Method of the Study:** The research was using a descriptive study with *cross sectional* approach. Data collection was carried out at the Gamping 1 Puskesmas with a sample of 100 respondents obtained using purposive sampling technique. The research data were processed using univariate analysis to describe patient demographics, PIO quality, and patient satisfaction. Bivariate analysis used the Fisher Exact Test to see the relationship between PIO quality and patient satisfaction.

**The Result of the Study:** Majority of sociodemographic descriptions were found at 40-50 yo group by 38 respondents (38%), female group by 61 respondents (61%), high school education background group by 42 respondents (42%), and others occupation group including students and housewives by 46 respondents (46%). Satisfaction levels of patients with drug information services were 74 respondents (74%) who felt very satisfied and 26 respondents (26%) were satisfied.

**Conclusion:** In this study it was found that there was a relationship between the quality of PIO and the level of patient satisfaction at the Gamping 1 Puskesmas.

**Keywords:** Satisfaction, Quality, Information, Drug Services

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