

ABSTRACT

Analysis of Outpatient BPJS Patient Satisfaction Levels with Pharmaceutical Services at PKU Muhammadiyah Bantul General Hospital

Nanda Arofah Nurmahmudi

432022718051

Pharmaceutical services are an important indicator of hospital quality, especially for BPJS patients, whose numbers continue to increase. A preliminary study in 2023 with 50 respondents showed that 75.2% of patients considered pharmaceutical services to be very important, but they did not meet good standards. This study aims to analyse the satisfaction of BPJS outpatients with pharmaceutical services at PKU Muhammadiyah Bantul General Hospital, particularly in relation to waiting times and the reliability of medication dispensing. The study used a prospective descriptive design with 100 respondents through questionnaires and interviews with pharmacy staff. Data analysis was performed using the SERVQUAL method on five dimensions of service quality. The results showed an average patient satisfaction of 94.95% (very satisfied), exceeding the minimum standard set by the Ministry of Health (80%). The empathy dimension received the highest score (97.10%), while reliability received the lowest (92.75%). Improvements were made through prescription digitization, e-MAR, pre-emptive compounding, and drive-thru and Go-Farmasi innovations. Reliability was maintained through prescription accuracy, drug availability, and drug information. Based on these results, it can be concluded that outpatients are very satisfied with pharmaceutical services, but hospitals need to improve the quality of services that patients expect.

Keywords: patient satisfaction, BPJS, pharmaceutical services, PKU Muhammadiyah Bantul General Hospital, SERVQUAL.