

## ABSTRACT

### THE CLIENT SATISFACTION TOWARD PRESCRIPTION SERVICES (Study at the Drugs Room of Siti Khodijah Sidoarjo Hospital)

Health is very important for life. Many people put way to keep being healthy. Health represent the basic rights for every human. Because of that, everyone has right for being competent of life, goodness in personal and family health including to get health service in pharmacy installation and in the other health care service.

The aim of this study was to measure the client satisfaction toward the prescription services in Drug Room at Siti Khodijah Sidoarjo Hospital, East Java, Indonesia, using five dimensions of service quality. These dimensions were responsibility, responsiveness, assurance, empathy, and tangibles.

A cross sectional study was conducted in August to September 2009 by collecting data from 100 clients who got the prescription services in Drug Room at Siti Khodijah Sidoarjo Hospital, East Java, Indonesia. A questionnaire was tested for its validity and reliability. The sample was taken through a non probability purposive sampling. The data were analyzed by Importance and Performance Matrix. Client satisfaction was measured by comparing the differences between performance and importance indexes value.

The result showed that clients were unsatisfied with the prescription drug's services in Drug Room at Siti Khodijah Sidoarjo Hospital, though they were satisfied with (1) the clean and comfortable waiting area, (2) TV, magazines or newspapers provided for clients to make them unbored while they were waiting (3) the clear labels that were easy to read, and (4) a well-dress pharmacist who served the client.

Keywords: client satisfaction, prescription services.

