ABSTRACT

Pharmacy Services in Hospitals need to be a concern in an effort to achieve quality dimensions of effectiveness and efficiency. Pharmacy service improvement shown by one of the indicators is the waiting time indicator that should influence customer satisfaction. Less patient satisfaction towards the achievement of Pharmacy Services, especially in the outpatient pharmacy is an indicator of non-optimal service that has been given. The purpose of this research is to study the relationship between individual and social factors of patients towards the dimensions assessment of products quality in the Outpatient Pharmacy, Pharmacy RSUD Dr. Moewardi Kota Surakarta.

This study is an observational analytic study with cross sectional study design. Samples were calculated using the simple random sampling formula, with a total sample of 96 people and taken by systematic random sampling. Samples were taken from patients who had used the services in Outpatient Pharmacy RSUD Dr. Moewardi Kota Surakarta. Data was collected by interview using a questionnaire. Analyzed using univariate and bivariate analysis.

The results of study, the majority of respondents were in the age group 26-45 years, women, education level less than equal to junior high school, does not work, income level below the regional minimum wage. The majority of social factors respondents came from a family reference. Results of the study showed that the majority of respondents give high ratings for quality of products, which includes the product performance dimension, product durability dimension, service ability dimension, the dimension of the product reliability, dimensional of conformity of product, product aesthetic dimensions, the dimension of perceived quality of the product. The majority of respondents gave low ratings to the dimensions of the product features. Factors that have a significant relationship with the assessment of product quality dimensions are age (p = 0.045) and employment status (p = 0.044) with α = 0.05.

The conclusion from this study is that patients individual factors that related to the assessment of product quality dimensions are age and employment status. Social factors of patients do not have a relationship with the assessment dimensions of product quality.

Keywords: Pharmacy Services, Individual Factors, Social Factors, Products Quality