

ABSTRACT**Efforts in Reducing Unhandled Prescriptions in Delta Surya Sidoarjo Hospital based on The Analysis of Personal Factors, Social Factors, Service Quality, Rationality Types and Preferences of the Patients**

Pharmacy Unit has obviously given financial benefits for the hospital revenue. In Delta Surya Sidoarjo Hospital, which is a C type private hospital with 144 beds, prescriptions given by the doctors are unhandled in about 44,48% every year by the out-patient Pharmacy Unit in 2012-2014. This research aimed to show connection between variables (age, job, salary, buying experience, reference, rationality types, preference type and service quality) to the choice of out-patient pharmacy unit utilization. This was a descriptive research conducted cross-sectionally in February – May 2015 at out-patient Pharmacy Unit, with 185 samples taken from the total population. The research gave result that there was no connection between respondent's personal and social factors to their type of rationality, but there was a connection between personal and social factors to their preferences type. Respondent's personal and social factors could influence their choice of place to buy medical prescription. The strongest factor which influenced respondent's choice was evidently their past experience and perceptions of service quality. Also found that there was no connection between respondent's type of rationality and preferences type to their choice of place to buy medical prescription in particular hospital as done in this research. The recommendations were as follows: to manage the price strategy and reduce waiting time in pharmacy service by adding more staffs and pharmacy counter. It is also necessary to increase service quality, as the research has shown low-estimation of service quality in Pharmacy Unit which perceived by the customers.

Keywords: pharmacy unit, unhandled prescriptions, service quality, rationality type, preferences, choice