

SUMMARY

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

The Pharmacy Unit is regarded as an important unit in a hospital, since it has obviously given financial benefits for the hospital revenue. Therefore the Pharmacy Unit should be managed optimally.

Delta Surya Sidoarjo Hospital is a C type private hospital with 144 beds, owned by Delta Surya Foundation. Pharmacy Unit in Delta Surya Sidoarjo Hospital is divided into two section, the in-patient unit and the out-patient unit.

Prescriptions given by the doctors are unhandled in about 44,48% every year by the out-patient Pharmacy Unit. This has been lasts for few years, 2012-2014 as observed, causing the management to be curious about the real cause of the problem.

This was a descriptive research conducted cross-sectionally in February – May 2015 at out-patient Pharmacy Unit. Data was collected through questionnaires. The population was the out-patient customers, who bought and not bought the prescribed medicines in Delta Surya Hospital. One hundred-and-eighty five samples were taken from the total population. The method for sample selection from the customers was accidental sampling. After the collecting stage, data was analyzed using SPSS statistical programmes in frequency distribution, cross tabulation and logistic regression analysis.

The 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. The significance in statistical tests and meaningful percentage in cross tabulation were the indicators.

The result of statistical analysis show some important points such as the existence of outside-hospital-buying reference from both internal and external referral. The analysis also show respondent's perception in service quality in every dimension.

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.

This research also found that in a this particular hospital there was no connection between respondent's type of rationality and preferences type to their choice of place to buy medical prescription.

The research recommend certain efforts as follows: for the hospital to manage its price strategy and reducing 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.

It is hoped that these recommendations can optimally lower the unhandled prescriptions in Delta Surya Sidoarjo Hospital.

