

**ABSTRACT**

*The objective of this research is to overcome the problem that there are too many prescriptions of the outpatient and inpatient that they are not bought at hospital pharmacy of Nganjuk District Hospital. This problem emerges because medicine service is an importance subject of hospital medical service that define hospital service quality, therapeutic-medic or non-medic and influential patient satisfaction and that the hospital pharmacy is a revenue center. The unquality medicine service will affect patient death, disease, disability, uncomfortable, unsatisfaction patient and interver hospital revenue.*

*The sample of this research is taken from outpatient and inpatient during 30 days at August to September 2002. Total respondents of this research is 382 respondents , consist of 341 outpatient and 41 inpatient respondents.*

*The methode used in this research is action research, which has pre and post characteristics. Based on data which analyzed statitically using logistic regression step wise and chi-square, there are 6 variables which influence patient purchase decision, such as patient knowledge ( $p = .001$ ) about pharmacy hospital, experience of purchasing ( $p = .001$ ), expectation of drugs quality ( $p = .046$ ), and perception of quality ( $p=.034$ ), price( $p=.005$ , and stock supply of drugs ( $p = .025$ ..*

*Based on calculation of prescription copy, 28.4% outpatient and 38.5% inpatient prescription is not bought at hospital pharmacy, and Rp.711.816.000.-a year was lossed at hospital pharmacy.*

*Then, intervention program is arranged in order to decline the persentage of prescription of the inpatient and outpatient clinic that are not bought in hospital pharmacy. It caused by limitation of time so result of this research is intervention program that recommendation doing by Nganjuk Hospital Pharmacy management incase increase use of Nganjuk Hospital Pharmacy.*

**Keyword : Hospital Pharmacy, Patient Purchase Decision, Intervention Program**