

ABSTRACT

Patient Satisfaction toward Pharmaceutical Services at Primary Health Care in Northern Surabaya (Study in patient with BPJS Health Insurance)

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Primary health care is the first line health care service which functions to improve individuals and communities health. One of health services that provided by primary health care is pharmaceutical services. The quality of health care services can be evaluated by measuring patient satisfaction.

The purpose of this research was to identify patient satisfaction of pharmaceutical services at Primary Health Care in Northern Surabaya. The research was cross sectional with accidental sampling method to collect data from patients. Data was analyzed by service quality (servqual) and customer window methods.

Respondents participated in this research was 100. Most of them were female, 25-44 years of age, work in private sector, and had high school degree of education. Servqual quadrant showed that patients were not satisfied with the performance of pharmaceutical services with $\Delta k-h = -8,10$. Customer window method showed that indicator of pharmaceutical services that had inadequate performance and should be enhanced (Quadran A) were “waiting room”, “ensuring that the acceptance of drugs is the patient/patient’s family and not others”, “confirmation about patient’s history of allergies”, and “confirmation about patient’s history of drug”.

Patients in primary health care had relatively high expectation regarding pharmaceutical services that they would receive. Pharmacists and other health care staff in pharmacy need to continuously make an improvement to increase patients’ satisfaction.

Keywords : Pharmaceutical services, patient satisfaction, Primary Health Care, BPJS Health Insurance.