

ANALISIS KEPUASAN PASIEN TERHADAP PENERAPAN TELEFARMASI DI APOTEK

Martania Pratiwi

¹Program Studi Farmasi Program Magister, Universitas Islam Indonesia, Yogyakarta
email: 21924006@students.uii.ac.id

INTISARI

Telefarmasi merupakan bentuk pelayanan kefarmasian yang diberikan apoteker kepada pasien yang tidak berada ditempat sama, berinteraksi menggunakan teknologi informasi dan komunikasi, pelayanan telefarmasi idealnya mampu menyajikan pelayanan bermutu tinggi guna memuaskan pasien. Untuk mempermudah penilaian, pengukuran kualitas pelayanan dikembangkan alat ukur kualitas layanan disebut *Servqual (Service Quality)*. Kepuasan pasien tidak dapat dipisahkan dari kualitas pelayanan kesehatan, untuk melakukan peningkatan kualitas pelayanan diperlukannya survei tingkat kepuasan pasien. Penelitian ini mengikuti rancangan potong lintang dengan metode survey. Analisis data menggunakan *Importance-Performance Analysis* atau analisis tingkat kepentingan/harapan kualitas pelayanan telefarmasi. Kueisioner kepuasan pasien memiliki bukti validitas yang cukup meliputi bukti validitas isi, proses respon dan struktur internal. Nilai skor kepuasan pasien pada dimensi *responsiveness* sebesar 100 %, dimensi *reliability* sebesar 99,14 %, dimensi *assurance* sebesar 98,58 %, dimensi *tangible* sebesar 97,21 %, dan dimensi *empathy* sebesar 97,73 % diartikan “sangat puas”. Persepsi masyarakat terhadap telefarmasi berdasarkan cuitan netizen di twitter selama Januari 2020 sampai Desember 2022 memiliki nilai rata-rata sentimen positif sebesar 89%.

Kata Kunci: telefarmasi, pelayanan kefarmasian, kepuasan pasien.

ABSTRACT

Telepharmacy is a form of pharmaceutical service provided by pharmacists to patients who are not in the same place, interact using information and communication technology, ideally telepharmaceutical services are able to provide high quality services to satisfy patients. To facilitate assessment, service quality measurement tools have been developed to measure service quality called Servqual (Service Quality). Patient satisfaction cannot be separated from the quality of health services, to improve the quality of service it is necessary to survey the level of patient satisfaction. This study followed a cross-sectional design with a survey method. Data analysis used Importance-Performance Analysis or analysis of the importance/expectation level of the quality of telepharmaceutical services. The patient satisfaction questionnaire has sufficient evidence of validity including evidence of content validity, response process and internal structure. The patient satisfaction score on the responsiveness dimension is 100%, the reliability dimension is 99.14%, the assurance dimension is 98.58%, the tangible dimension is 97.21%, and the empathy dimension is 97.73% which means "very satisfied". The public's perception of telepharmacy based on netizens' tweets from January 2020 to December 2022 has an average value of positive sentiment of 89%.

Keywords: telepharmacy, pharmaceutical services, patient satisfaction.