

ABSTRAK

Pelayanan informasi obat merupakan komponen penting dalam pelayanan kefarmasian karena berpengaruh terhadap pemahaman dan kepuasan pasien terhadap pelayanan informasi obat yang diberikan apoteker. Penelitian deskriptif dengan pendekatan cross-sectional ini bertujuan menganalisis tingkat kepuasan masyarakat terhadap pelayanan informasi obat pada Apotek X di Desa Senakin, Kabupaten Landak, Provinsi Kalimantan Barat berdasarkan lima dimensi Servqual (bukti fisik, kehandalan, daya tanggap, jaminan, empati). Sampel berjumlah 44 responden ditentukan menggunakan purposive sampling. Kriteria inklusi meliputi pasien yang membeli obat nonresep saat penelitian, membeli obat >1 kali dalam 3 bulan terakhir, pria dan wanita usia 15–59 tahun, bersedia menjadi responden. Kriteria eksklusi yaitu responden yang tidak mengisi kuesioner secara lengkap, mengisi kuesioner lebih dari satu kali, dan mengisi kuesioner secara tidak logis. Pengumpulan data menggunakan kuesioner skala Likert 25 pernyataan. Uji validitas menggunakan expert judgement oleh 3 validator (satu dosen Universitas Sanata Dharma, dua apoteker praktisi). Uji pemahaman bahasa dilakukan pada 5 responden usia berbeda. Uji reliabilitas Cronbach's Alpha menghasilkan nilai kenyataan 0.857, harapan 0.883. Analisis data dilakukan secara deskriptif dengan menghitung skor rata-rata dan gap pada setiap dimensi.

Hasil menunjukkan dimensi kehandalan memiliki nilai gap -1,7 (tidak puas), dimensi empati memiliki gap 0,1 (cukup puas), dimensi bukti fisik dan jaminan memperoleh gap -0,7 (cukup puas), daya tanggap sebesar -0,4 (cukup puas). Disimpulkan bahwa terdapat kesenjangan (gap) antara harapan masyarakat dan kenyataan pelayanan informasi obat di Apotek X, yang menunjukkan bahwa pelayanan informasi obat belum sepenuhnya memenuhi harapan masyarakat.

Kata kunci: Kepuasan Masyarakat, Pelayanan Informasi Obat, Servqual.

ABSTRACT

Drug information service is an essential component in pharmaceutical care, influencing patient understanding and satisfaction. This descriptive study with a cross-sectional approach aims to analyze public satisfaction with drug information services at Pharmacy X in Senakin Village, Landak Regency, West Kalimantan, based on five Servqual dimensions (tangibles, reliability, responsiveness, assurance, empathy). A sample of 44 respondents was determined using purposive sampling. Inclusion criteria included patients purchasing non-prescription drugs during the study, purchasing drugs >1 time in the last 3 months, males and females aged 15–59 years, and willing to be respondents. Exclusion criteria were respondents not completing the questionnaire fully, filling it out more than once, or filling it out illogically. Data collection used a 25-statement Likert scale questionnaire. Validity testing used expert judgment by 3 validators (one Sanata Dharma University lecturer, two practicing pharmacists). A language comprehension test was conducted on 5 respondents of different ages. Cronbach's Alpha reliability test yielded a perception value of 0.857 and expectation value of 0.883. Data analysis was conducted descriptively by calculating the average score and gap for each dimension.

The results showed the reliability dimension had a gap value of -1.7 (dissatisfied), empathy had a gap of 0.1 (quite satisfied), tangibles and assurance obtained a gap of -0.7 (quite satisfied), and responsiveness was -0.4 (quite satisfied). It was concluded that a gap exists between public expectations and the reality of drug information services at Pharmacy X, showing services had not fully met public expectations.

Keywords: Public Satisfaction, Drug Information Service, Servqual.