

ABSTRAK

Hipertensi merupakan penyakit kronis dengan angka kejadian yang masih tinggi dan memerlukan pengelolaan jangka panjang. Pelayanan informasi obat di Puskesmas Kalasan masih tergolong rendah dengan cakupan kasus hipertensi yang tinggi. Kepuasan pasien yang baik terhadap pelayanan informasi obat diduga dapat meningkatkan ketercapaian target tekanan darah. Penelitian ini bertujuan mengetahui tingkat kepuasan pasien hipertensi terhadap pelayanan informasi obat berdasarkan dimensi *SERVQUAL* serta menganalisis hubungannya dengan ketercapaian target tekanan darah di Puskesmas Kalasan. Penelitian ini menggunakan desain analitik observasional dengan pendekatan *cross-sectional* terhadap 106 responden yang dipilih menggunakan teknik *purposive sampling* di Puskesmas Kalasan periode Februari-Maret 2026. Tingkat kepuasan diukur menggunakan kuesioner *SERVQUAL* yang dinilai berdasarkan *gap* antara harapan dan kenyataan, sedangkan data tekanan darah diperoleh dari rekam medis dan dikategorikan menjadi tercapai dan tidak tercapai. Analisis data dilakukan menggunakan SPSS melalui analisis univariat dan bivariat, dengan uji bivariat menggunakan *chi-square*. Hasil penelitian menunjukkan sebanyak 75 responden (70,8%) merasa puas, 28 responden (26,4%) tidak puas, dan 3 responden (2,8%) sangat puas terhadap pelayanan informasi obat. Sebanyak 58 responden (54,7%) memiliki tekanan darah tidak tercapai dan 48 responden (45,3%) tercapai. Berdasarkan analisis *SERVQUAL*, dimensi keandalan (*reliability*) dan jaminan (*assurance*) menunjukkan kategori sangat puas, sedangkan dimensi bukti fisik (*tangibles*), daya tanggap (*responsiveness*), dan empati (*empathy*) menunjukkan *gap* negatif yang menandakan pelayanan belum sepenuhnya memenuhi harapan pasien. Hasil uji *chi-square* tabel 2x2 menunjukkan nilai $p=0,457$ ($p>0,05$), sehingga tidak terdapat hubungan signifikan antara kepuasan pelayanan informasi obat dan ketercapaian target tekanan darah.

Kata kunci: hipertensi, pelayanan informasi obat, kepuasan pasien, ketercapaian tekanan darah, *SERVQUAL*

ABSTRACT

Hypertension is a chronic disease with a persistently high incidence rate and requires long-term management. Drug information services at Puskesmas Kalasan remain relatively low despite the high coverage of hypertension cases. Good patient satisfaction with drug information services is suspected to increase the achievement of blood pressure targets. This study aimed to determine the level of satisfaction among hypertensive patients with drug information services based on the SERVQUAL dimensions and to analyze its relationship with the achievement of blood pressure targets at Puskesmas Kalasan. This study used an observational analytic design with a cross-sectional approach involving 106 respondents selected using purposive sampling technique at Puskesmas Kalasan during February-March 2026. The level of satisfaction was measured using the SERVQUAL questionnaire, assessed based on the gap between expectations and reality, while blood pressure data were obtained from medical records and categorized into achieved and not achieved. Data analysis was performed using SPSS through univariate and bivariate analysis, with the chi-square test used for bivariate analysis. The results showed that 75 respondents (70.8%) were satisfied, 28 respondents (26.4%) were dissatisfied, and 3 respondents (2.8%) were very satisfied with the drug information services. A total of 58 respondents (54.7%) had uncontrolled blood pressure and 48 respondents (45.3%) had controlled blood pressure. Based on the SERVQUAL analysis, the reliability and assurance dimensions were categorized as very satisfied, while the tangibles, responsiveness, and empathy dimensions showed negative gaps, indicating that the services had not yet fully met patient expectations. The chi-square test result showed a p -value of 0.457 ($p > 0.05$), indicating no significant relationship between satisfaction with drug information services and the achievement of blood pressure targets

Keywords: *hypertension, medication information service, patient satisfaction, blood pressure attainment, SERVQUAL*