ABSTRAK

The Hospital Pharmacy Installation (IFRS) plays an important role in the final solution process of health services in hospitals, as approximately 80% of patient visits to health facilities result in drug prescriptions. Based on preliminary data collection, there is a decrease in drug administration in 1 month. The purpose of this study was to determine the quality of service based on each dimension of servqual, namely reliability, responsiveness, assurance, empathy, physical appearance. This research is a quantitative study with cross-sectional design, data collection using Non-Probability Sampling method with Purposive Sampling technique. The data used is quantitative data from the results of the service quality questionnaire using a Likert scale with 78 BPJS patients and 20 general patients as respondents. Data analysis using frequency distribution analysis. The results showed that the five dimensions of servqual were in the category of very hopeful for expectations and strongly agree for reality. The results of the Cartesian quadrant show that quadrant 1 is a priority for improvement including: P11, namely patients do not wait long to redeem prescription drugs, P4, namely the cleanliness of the pharmacy depot waiting room, P5, namely facilities such as waiting rooms, buildings, etc. are adequate, P6, namely service starts on time, P1, namely pharmacy officers look neat.

Keywords *: Service Quality, Cartesian Diagram*

ABSTRAK

Instalasi Farmasi Rumah Sakit (IFRS) memegang peranan penting dalam proses solusi akhir pelayanan kesehatan di rumah sakit, karena kira-kira 80% kunjungan pasien ke fasilitas kesehatan menghasilkan resep obat. Berdasarkan pengambilan data awal, terdapat penurunan pemberian obat dalam 1 bulan . Tujuan penelitian ini untuk mengetahui kualitas pelayanan berdasarkan tiap dimensi *servqual* yaitu kehandalan, ketanggapan, jaminan, empati, tampilan fisik. Penelitian ini merupakan penelitian kuantitatif dengan rancangan seksional silang, pengumpulan data menggunakan metode *Non-Probability Sampling* dengan teknik *Purposive Sampling*. Data yang digunakan adalah data kuantitatif dari hasil kuisioner kuealitas pelayanan menggunakan skala likert dengan jumlah responden 78 pasien BPJS dan 20 pasien Umum. Analisis data menggunakan analisis distribusi frekuensi. Hasil penelitian menunjukan bahwa pada kelima dimensi *servqual* termasuk dalam kategori sangat berharap untuk harapan dan sangat setuju untuk kenyataan. Hasil kuadran kartesius menunjukan adanya dimensi yang masih dibawah nilai rata-rata yaitu dimensi tampilan fisik yang berada pada kuadran 4.

Kata Kunci : Kualitas Pelayanan, Diagram Kartesius