ABSTRAK

Latar belakang penelitian ini didasarkan pada pentingnya mutu pelayanan kefarmasian dalam meningkatkan kepercayaan masyarakat terhadap fasilitas kesehatan. Penelitian ini bertujuan untuk mengetahui tingkat kepuasan pasien dan kualitas pelayanan di Instalasi Farmasi Puskesmas Pebayuran serta menganalisis hubungan antara keduanya. Penelitian ini menggunakan pendekatan deskriptif kuantitatif dengan desain *cross-sectional*, melibatkan 356 responden yang dipilih menggunakan rumus Slovin. Data dikumpulkan secara prospektif menggunakan kuesioner SERVQUAL yang mencakup lima dimensi: bukti fisik (*tangible*), kehandalan (*reliability*), ketanggapan (*responsiveness*), jaminan (*assurance*), dan empati (*empathy*). Analisis dilakukan menggunakan uji validitas, reliabilitas, dan korelasi Pearson melalui perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa tingkat kepuasan pasien berada pada kategori puas (78,7%) dengan skor tertinggi pada aspek pengetahuan petugas dan ketepatan pemberian obat. Kualitas pelayanan dinilai baik (77,2%), khususnya pada aspek kebersihan ruang tunggu dan penjelasan informasi obat. Uji korelasi Pearson menunjukkan adanya hubungan positif yang sangat kuat dan signifikan antara kualitas pelayanan dan kepuasan pasien dengan koefisien korelasi sebesar 0,956 dan nilai signifikansi 0,000 ($p < 0,05$). Dapat disimpulkan bahwa semakin tinggi kualitas pelayanan yang diberikan, maka semakin tinggi pula tingkat kepuasan pasien.

Kata Kunci : Kepuasan pasien, kualitas pelayanan, instalasi farmasi, korelasi, SERVQUAL

ABSTRACT

Primary health care plays a direct role in shaping patients' perceptions, trust, and satisfaction toward the quality of services provided by community health centers (Puskesmas). This study aims to determine the level of patient satisfaction and the quality of services at the Pharmacy Installation of Puskesmas Pebayuran, as well as to analyze the correlation between the two variables. The research background is based on the importance of pharmaceutical service quality in enhancing public trust in healthcare facilities. This study employed a descriptive quantitative approach with a cross-sectional design. A total of 356 respondents were selected using the Slovin formula, and data were collected prospectively through the SERVQUAL questionnaire, which consists of five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. The data were analyzed using validity and reliability tests, followed by Pearson correlation analysis with the assistance of SPSS software. The results showed that the level of patient satisfaction was categorized as satisfactory (78.7%), with the highest scores found in the aspects of staff knowledge and skills, as well as accuracy in dispensing medication. The quality of service was rated good (77.2%), particularly in terms of cleanliness of the waiting room and clarity in medication information. Pearson correlation analysis revealed a very strong and significant positive relationship between service quality and patient satisfaction, with a correlation coefficient of 0.956 and a significance value of 0.000 (p < 0.05). These findings confirm that higher quality of service leads to increased patient satisfaction. This study is expected to serve as an evaluation tool for improving the quality of pharmaceutical services in Puskesmas and as a reference for future research within the context of primary health care services.

Keyword : *Patient satisfaction, service quality, pharmacy installation, correlation, SERVQUAL.*