

RINGKASAN

Nurul Istiqomah Tri Astuti, Magister Manajemen Universitas Jenderal Soedirman, Analisis Penggunaan *Computer Physician Order Entry (CPOE)* Terhadap Mutu Pelayanan dan Kepuasan Pelanggan di Instalasi Farmasi Rumah Sakit Margono Soekarjo Purwokerto, Komisi Pembimbing, Ketua : Prof. Suliyanto, S. E., MM, Anggota : Dr. dr. Nendyah Roestijawati, MKK

Teknologi informasi berbasis komputer sekarang banyak digunakan di bidang kesehatan diantaranya *Electronic Medical Record (EMR)*. Teknologi yang semakin maju ikut berdampak pada perubahan resep tulisan tangan menjadi elektronik. Hal ini merupakan strategi yang penting untuk meningkatkan pelayanan kesehatan.

Tujuan penelitian ini adalah untuk menganalisis penggunaan *Computer physician order entry* terhadap mutu pelayanan dan kepuasan pelanggan di instalasi farmasi RSUD Margono Soekarjo. Jenis penelitian ini menggunakan survei dengan kuisioner yang diberikan kepada pasien rawat jalan RS Margono Soekarjo. Metode pengambilan sampel menggunakan *non probabilitas consecutive sampling* yaitu sampel diambil dari responden yang memenuhi kriteria pemilihan sampel hingga jumlah subjek terpenuhi yaitu 110 responden. Validitas data menggunakan korelasi *product moment*. Teknik analisis data menggunakan *path analysis* dengan dibantu software SPSS 20.

Hasil analisis data penelitian ini didapatkan hasil bahwa penggunaan *Computer Physician Order Entry (CPOE)* tidak berpengaruh terhadap waktu tunggu antrian pengambilan obat, kesalahan pemberian obat, komunikasi apoteker pasien. Penggunaan *Computer Physician Order Entry (CPOE)*, waktu tunggu antrian pengambilan obat, dan komunikasi apoteker mutu pelayanan berpengaruh terhadap kepuasan pelanggan dengan arah positif. Kesalahan pemberian obat tidak berpengaruh terhadap kepuasan pelanggan. Berdasarkan hasil tersebut dapat disimpulkan bahwa penggunaan *Computer Physician Order Entry (CPOE)* tidak berpengaruh terhadap mutu pelayanan di Instalasi Farmasi Rumah Sakit Margono Soekarjo Purwokerto namun berpengaruh terhadap kepuasan pelanggan di Instalasi Farmasi Rumah Sakit Margono Soekarjo Purwokerto.

Kata kunci: Analisis, *Computer Physician Order Entry (CPOE)*, Mutu Pelayanan, Kepuasan Pelanggan, RSUD Prof. Dr. Margono Soekarjo Purwokerto

SUMMARY

Nurul Istiqomah Tri Astuti, Master of Management, Jenderal Soedirman University, *Analysis of Use of Computer Physician Order Entry (CPOE) on Quality of Service and Customer Satisfaction at Pharmacy Installation in RSUD Prof. Dr. Margono Soekarjo Purwokerto*, Counselors Commission, Chairman: Prof. Suliyanto, S. E., MM, Member : Dr. dr. Nendyah Roestijawati, MKK

Computer-based information technology is now widely used in the field of health such as Electronic Medical Record (EMR). The increasingly advanced technology contributes to the change of handwriting recipes into electronics. This is an important strategy to improve health services.

The purpose of this study is to analyze the use of Computer physician order entry on the quality of service and customer satisfaction in the pharmacy installation of RSUD Margono Soekarjo. This type of study used a survey with questionnaires given to outpatients Margono Soekarjo Hospital. Sampling method using non probability consecutive sampling that is taken from the sample respondents to satisfy sample selection criteria until the number of subjects met is 110 respondents. Validity of data using product moment correlation. Technique of data analysis using path analysis with assisted software SPSS 20.

The results of this research data analysis showed that the use of Computer Physician Order Entry (CPOE) did not affect the waiting time of the queue of drug taking, the error of drug administration, the patient's pharmacist communication. The use of Computer Physician Order Entry (CPOE), waiting time of queue, and pharmacist communication service quality influence customer satisfaction with positive direction. errors in drug administration have no effect on customer satisfaction. Based on these results can be concluded that the use of Computer Physician Order Entry (CPOE) does not affect the quality of service in Pharmacy Installation Margono Soekarjo Hospital Purwokerto but has an effect on customer satisfaction at Pharmacy Installation in RSUD Prof. Dr. Margono Soekarjo Purwokerto.

Keywords: Analysis, Computer Physician Order Entry (CPOE), Quality of Service, Customer Satisfaction, RSUD Prof. Dr. Margono Soekarjo Purwokerto