

RINGKASAN

Penelitian ini berjudul “Analisis Kualitas Pelayanan Produk Obat-Obat Pada PT. Tirta Husada Farma Purwokerto”. Tujuan penelitian ini adalah untuk mendeskripsikan kualitas pelayanan produk obat-obat pada PT. Tirta Husada Farma Purwokerto. Penelitian ini dilakukan di Kantor PT. Tirta Husada Farma Purwokerto, Metode penelitian ini adalah deskriptif kualitatif . Informan ditetapkan dengan metode *purposive sampling*. Adapun analisis hasil penelitian menggunakan model analisis interaktif.

Berdasarkan hasil penelitian kualitas pelayanan produk obat-obat pada PT. Tirta Husada Farma Purwokerto dapat ditarik beberapa kesimpulan sebagai berikut

1. Aspek Prosedur Pelayanan sudah baku untuk masing-masing jenis pelayanan cukup sederhana dalam arti tidak berbelit-belit, persyaratan cukup sederhana sesuai jenis pelayanan Produk Obat-Obat mudah dipahami oleh masyarakat, jenis pelayanan disosialisasikan di papan pengumuman sudah dipublikasikan melalui Media sosial, sehingga masyarakat paham terhadap prosedur pelayanan Produk Obat-Obat.
2. Aspek Waktu Pelayanan PT. Tirta Husada Farma Purwokerto untuk menyelesaikan pelayanan kepada masyarakat sesuai dengan ketentuan waktu yang ditetapkan hanya 30 menit. Kendala-kendala tidak dapat menyelesaikan pekerjaan sesuai dengan waktu yang ditentukan tidak lepas dengan jaringan internet , sehingga pegawai tidak dapat menyelesaikan pekerjaan sesuai dengan waktu yang ditentukan dand kelengkapan administrasi yang tidak lengkap.
3. Aspek Produk Pelayanan, hasil pelayanan pada Kantor PT. Tirta Husada Farma Purwokerto yang akan diterima sesuai dengan ketentuan yang telah ditetapkan semuanya adalah pelayanan Produk Obat-Obat yang dibutuhkan masyarakat.
4. Aspek Sarana dan prasarana secara umum kondisi sarana dan prasarana kerja pada Kantor Produk Obat-Obat sangat memadai dan cukup lengkap yaitu ada komputer, aplikasi program, printer dan sebagainya, sesuai dengan perkembangan telekomunikasi dan infomatika yang dimiliki.
5. Aspek Kompetensi Petugas pemberi layanan Produk Obat-Obat memiliki cukup baik yaitu S1 dan SLTA, memiliki tanggungjawab terhadap tugas bidang tugasnya dimana hasil pekerjaan pegawai selalu dievaluasi oleh atasan dan juga oleh masyarakat. Pegawai menguasai bidang tugasnya dan memiliki ketrampilan mengoperasikan alat bantu (komputer, internet dsb).

Implikasi yang penulis ajukan antara lain :

1. Meningkatkan ketrampilan para pegawai agar lebih handal dalam melaksanakan tugas dan fungsi masing -masing.
2. Sesuai dengan perkembangan teknologi sebaiknya diselenggarakan pelayanan kepada masyarakat secara online.
3. Meningkatkan koordinasi dan kerjasama para pegawai

Kata kunci : Kualitas Pelayanan, obat-obat, PT. Tirta Husada Farma Purwokerto

SUMMARY

This research is entitled "Analysis of Service Quality of Medicinal Products at PT. Tirta Husada Farma Purwokerto". The purpose of this study was to describe the service quality of medicinal products at PT. Tirta Husada Farma Purwokerto. This research was conducted at the office of PT. Tirta Husada Farma Purwokerto, This research method is descriptive qualitative. Informants were determined by purposive sampling method. The analysis of research results using an interactive analysis model.

Based on the results of research on the service quality of medicinal products at PT. Tirta Husada Farma Purwokerto some conclusions can be drawn as follows

- 1. Aspects of service procedures are standard for each type of service, quite simple in the sense of not being complicated, requirements are quite simple according to the type of service for medicinal products that are easily understood by the public, types of services are socialized on notice boards and have been published through social media, so that the public understands the procedure for the service of Medicinal Products.*
- 2. Aspects of Service Time PT. Tirta Husada Farma Purwokerto to complete services to the community in accordance with the stipulated time only 30 minutes. Constraints not being able to complete work in accordance with the specified time cannot be separated from the internet network, so employees cannot complete work in accordance with the specified time and incomplete administration completes.*
- 3. Aspects of Service Products, the results of services at the Office of PT. Tirta Husada Farma Purwokerto who will be accepted in accordance with the provisions that have been set are all medicinal products services that are needed by the community.*
- 4. Aspects of facilities and infrastructure in general the condition of working facilities and infrastructure at the Office of Drug Products is very adequate and quite complete, namely there are computers, application programs, printers and so on, in accordance with the development of telecommunications and information technology owned.*
- 5. Competency Aspects The officers who provide services for medicinal products have good degrees, namely bachelor's and high school's, have responsibility for the duties of their field of work where the results of the employee's work are always evaluated by superiors and also by the community. Employees master their field of work and have the skills to operate assistive devices (computers, internet, etc.).*

The implications that the authors propose include:

- 1. Improving the skills of employees to be more reliable in carrying out their respective duties and functions.*
- 2. In accordance with technological developments, services to the community should be held online.*
- 3. Improve the coordination and cooperation of employees*

Keywords: Quality of Service, Medicines, PT. Tirta Husada Farma Purwokerto