

GAMBARAN EFEKTIVITAS PENERAPAN 5 STANDAR OPERASIONAL PROSEDUR (SOP) PELANGGAN DI PBF KOTA BATAM

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INTISARI

Suatu cara pendistribusian obat/bahan obat yang menyatakan dalam penerapan CDOB harus mempunyai SOP. Penerapan SOP menjadi tolak ukur dalam penilaian efektivitas dan efisiensi kinerja suatu instansi untuk melaksanakan program kerjanya. Penyusunan SOP harus berorientasi dengan pedoman BPOM. Tujuan dari penelitian yaitu untuk mengetahui hasil gambaran efektivitas penerapan 5 Standar Operasional Prosedur (SOP) pelanggan di PBF PT. *Millenium Pharmacon International*. Penelitian menggunakan jenis penelitian deskriptif yaitu untuk mendapatkan gambaran secara realita dan objektif berisi pertanyaan ditujukan kepada Apoteker penanggung jawab dan staf yang bertugas di PBF *Millenium Pharmacon International* Kota Batam. Hasil penelitian diperoleh SOP penyaluran obat ke apotek 35,94%, SOP penanganan obat palsu dan diduga palsu 18,75%, SOP penanganan keluhan pelanggan 12,5%, SOP penanganan obat kembalian 12,5% dan SOP penanganan obat recall 18,75% dilaksanakan oleh petugas. Secara keseluruhan 5 SOP yang berhubungan dengan pelanggan 98,5% dilaksanakan oleh petugas. Dari penelitian dapat disimpulkan bahwa pelaksanaan SOP pelanggan sudah efektif yaitu 98,5 %, dimana dari 98,5% hanya 1,5% yang belum efektif.

Kata Kunci : Efektivitas, Penerapan SOP, PBF

**OVERVIEW OF EFFECTIVENESS OF IMPLEMENTATION
OF 5 STANDARD OPERATING PROCEDURES (SOP)
FOR CUSTOMERS IN PBF BATAM CITY**

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ABSTRACT

A method of distributing drugs/medicines that states in the implementation of CDOB must have an SOP. The implementation of SOPs is a benchmark in assessing the effectiveness and efficiency of an agency's performance in implementing its work program. The preparation of the SOP must be oriented to the BPOM guidelines. The purpose of the study was to determine the results of the description of the effectiveness of the application of 5 Standard Operating Procedures (SOP) for customers at PBF PT Millenium Pharmacon International. The research used descriptive research type which is to get a picture in reality and objectively contains questions addressed to the pharmacist in charge and staff on duty at PBF Millenium Pharmacon International Batam City. The results of the study obtained SOP of drug distribution to pharmacies 35.94%, SOP of handling counterfeit and suspected counterfeit drugs 18.75%, SOP of handling customer complaints 12.5%, SOP of handling returned drugs 12.5% and SOP of handling drug recall 18.75% were implemented by the officers. Overall, the 5 customer-related SOPs were 98.5% implemented by the staff. From the research, it can be concluded that the implementation of the customer SOP is effective, namely 98.5%, where of the 98.5% only 1.5% is not effective

Keywords: *Effectiveness, SOP Implementation, PBF*

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