

Universitas Ngudi Waluyo
Program Studi S1Farmasi, Fakultas Kesehatan
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Marelana Devainda
050117A062

ANALISA INTERAKSI KUALITAS PELAYANAN DI APOTEK TERHADAP KEPUASAN PELANGGAN

ABSTRAK

Latar Belakang: Apotek merupakan pelayanan farmasi di bidang barang dan jasa yang berkaitan dengan kepuasan pelanggan. Tujuan penelitian yaitu untuk mengetahui gambaran mengenai tingkat kepuasan pelanggan terhadap kualitas pelayanan yang diberikan di apotek serta mengetahui tingkat kepuasan yang dilihat dari 5 dimensi kualitas layanan *reability* (keandalan), *assurance* (jaminan), *tangibility* (bukti fisik), *emphaty* (empati) dan *responsiveness* daya tanggap di Apotek

Metode: Penelitian ini menggunakan metode review artikel dan penelitian ini dilakukan dengan pengambilan kesimpulan serta penggabungan hasil penelitian dari 5 jurnal yang terindeks tentang kepuasan pelanggan di apotek.

Hasil: Hasil penelitian menunjukkan beberapa dimensi kepuasan pelayanan kefarmasian dari yang paling berpengaruh sampai yang kurang berpengaruh atas pengambilan keputusan pasien. Dari kelima dimensi didapatkan nilai rata-rata kelima artikel yaitu *tangibility* (bukti fisik) 81,5%, *reliability* (keandalan) 81,7%, *responsiveness* (daya tanggap) 83,9%, *assurance* (jaminan) 83,2%, dan *emphaty* (empati) 82,2%, dari rata-rata hasil kelima artikel yang paling berpengaruh pada dimensi *responsiveness* (daya tanggap) sebesar 83,9%, ada juga dimensi yang kurang berpengaruh yaitu *tangibility* (bukti fisik) sebesar 81,5%, hal tersebut juga sudah termasuk dalam kategori sangat puas, tetapi ada beberapa hal yang masih harus diperbaiki kembali saat pelayanan di apotek.

Simpulan: Tingkat kepuasan pelanggan terhadap kualitas pelayanan yang diberikan di apotek sudah sangat puas. Dari kelima dimensi didapatkan nilai rata-rata kelima artikel yaitu *tangibility* (bukti fisik) 81,5%, *reliability* (keandalan) 81,7%, *responsiveness* (daya tanggap) 83,9%, *assurance* (jaminan) 83,2%, dan *emphaty* (empati) 82,2%, dari rata-rata hasil kelima artikel yang paling berpengaruh pada dmensi *responsiveness* (daya tanggap) sebesar 83,9%, ada juga dimensi yang kurang berpengaruh yaitu *tangibility* (bukti fisik) sebesar 81,5%, hal tersebut juga sudah termasuk dalam kategori puas, tetapi ada beberapa hal yang masih harus diperbaiki kembali saat pelayanan di apotek.

Kata Kunci: *Dimensi Kualitas Layanan, Apotek, Kepuasan Pelanggan*

Ngudi Waluyo University
S1 Pharmacy Study Program, Faculty of Health
Final Project, February 2021
Marelena Devainda
050117A062

ANALYSIS OF OF SERVICE QUALITY AT THE PHYSICIAN TO CUSTOMER SATISFACTION

ABSTRACT

Background: Pharmacy is a pharmaceutical service in the field of goods and services related to customer satisfaction. The research objective is to determine the level of customer satisfaction with the quality of service provided at the pharmacy and to determine the level of satisfaction seen from the 5 dimensions of service quality reliability, assurance, physical evidence, empathy, and responsiveness at the pharmacy

Methods: This study used an article review method and this research was conducted by drawing conclusions and combining the results of research from 5 indexed journals about customer satisfaction in pharmacies.

Results: The results showed several dimensions of pharmaceutical service satisfaction, from the most influential to the least influential on patient decision making. From the five dimensions, the mean value of the five articles is tangibility (physical evidence) 81.5%, reliability (reliability) 81.7%, responsiveness (responsiveness) 83.9%, assurance (assurance) 83.2%, and empathy (empathy) 82.2%, from the average results of the five articles the most influential on the responsiveness dimension (responsiveness) was 83.9%, there was also a dimension that was less influential, namely tangibility (physical evidence) of 81.5%, it is also included in the satisfied category, but there are a number of things that still need to be fixed again during service at the pharmacy.

Conclusion: The level of customer satisfaction with the quality of service provided at the pharmacy is very satisfied. From the five dimensions, the average value of the five articles is tangibility (physical evidence) 81.5%, reliability (reliability) 81.7%, responsiveness (responsiveness) 83.9%, assurance (assurance) 83.2%, and empathy (empathy) 82.2%, from the average results of the five articles the most influential on the responsiveness dimension (responsiveness) was 83.9%, there was also a dimension that was less influential, namely tangibility (physical evidence) of 81.5%, it is also included in the satisfied category, but there are a number of things that need to be fixed again during service at the pharmacy.

Keywords: *Dimensions of Service Quality, Pharmacy, Customer Satisfaction*