

## ABSTRAK

Nama : Kaysa Safara  
Program Studi : S1 Farmasi  
Judul : Hubungan Pelayanan Informasi Obat melalui WhatsApp pada Layanan Antar Obat dengan Tingkat Kepuasan Pelanggan Di Apotek Pasfarma Kota Depok Tahun 2025

Pemanfaatan teknologi komunikasi dalam pelayanan kefarmasian semakin berkembang, salah satunya melalui penggunaan WhatsApp dalam pelayanan informasi obat pada layanan antar obat. Penelitian ini bertujuan untuk mengetahui hubungan antara pelayanan informasi obat melalui WhatsApp pada layanan antar obat dengan tingkat kepuasan pelanggan di Apotek Pasfarma Kota Depok Tahun 2025. Penelitian ini merupakan penelitian kuantitatif observasional dengan desain *cross-sectional*. Pengambilan sampel dilakukan menggunakan teknik *purposive sampling* dengan jumlah responden sebanyak 152 pelanggan yang pernah menggunakan layanan antar obat dan menerima informasi obat melalui WhatsApp. Data dikumpulkan menggunakan kuesioner tertutup yang disusun berdasarkan dimensi SERVQUAL yaitu *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*. Analisis data dilakukan secara univariat dan bivariat menggunakan uji korelasi Spearman. Hasil penelitian menunjukkan pelayanan informasi obat melalui WhatsApp berada pada kategori baik (52,9%) dan tingkat kepuasan pelanggan berada pada kategori puas (57,2%). Hasil uji korelasi menunjukkan *p-value* <0,001 dan koefisien korelasi 0,817. Hasil ini menunjukkan terdapat hubungan kuat dengan korelasi arah positif yang signifikan antara kualitas pelayanan informasi obat melalui WhatsApp dengan tingkat kepuasan pelanggan terhadap layanan antar obat.

Kata kunci: pelayanan informasi obat, WhatsApp, layanan antar obat, kepuasan pelanggan

## ABSTRACT

*Name : Kaysa Safara*  
*Study Program : Pharmacy S1*  
*Title : Association Between Drug Information Services via WhatsApp in Medication Delivery Services and Customer Satisfaction at Apotek Pasfarma Depok 2025*

*The utilization of communication technology in pharmaceutical services continues to develop, one of which is the use of WhatsApp for providing drug information services in medication delivery services. This study aimed to determine the relationship between drug information services provided via WhatsApp in medication delivery services and customer satisfaction at Apotek Pasfarma Kota Depok 2025. This study employed a quantitative observational method with a cross-sectional design. Sampling was conducted using purposive sampling, involving 152 customers who had used medication delivery services and received drug information through WhatsApp. Data were collected using a closed-ended questionnaire developed based on the SERVQUAL dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. Data analysis was carried out using univariate and bivariate analyses with the Spearman correlation test. The results showed that drug information services via WhatsApp were categorized as good (52.9%), while customer satisfaction was categorized as satisfied (57.2%). The results of the correlation test show a p-value <0.001 and a correlation coefficient of 0.817. These findings indicate a strong and significant positive relationship between the quality of drug information services provided via WhatsApp and customer satisfaction with medication delivery services.*

**Keywords:** *drug information services, WhatsApp, medication delivery services, customer satisfaction*