

ABSTRAK

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Program Studi : Farmasi
Judul : Analisis Tingkat Kepuasan Konsumen Terhadap Pelayanan Obat di Apotek Roxy Depok

Analisis tingkat kepuasan konsumen terhadap pelayanan obat di Apotek Roxy Depok bertujuan untuk: (1) menganalisis apakah daya tanggap berpengaruh terhadap kepuasan pelanggan, (2) menganalisis apakah kehandalan berpengaruh terhadap kepuasan pelanggan, (3) menganalisis apakah jaminan mutu berpengaruh terhadap kepuasan pelanggan, (4) menganalisis apakah keramahan berpengaruh terhadap kepuasan pelanggan, (5) menganalisis apakah bukti nyata berpengaruh terhadap kepuasan pelanggan. Pengumpulan data penelitian ini menggunakan metode penyebaran kuisioner sebanyak 113 responden yang menebus resep racikan di Apotek Roxy Depok. Analisis data menggunakan statistika analisis dengan bantuan program *software* IBM SPSS 24. Hasil penelitian menunjukkan bahwa (1) dimensi daya tanggap berpengaruh signifikan terhadap kepuasan pelanggan, (2) dimensi kehandalan berpengaruh signifikan terhadap kepuasan pelanggan, (3) dimensi jaminan mutu berpengaruh signifikan terhadap kepuasan pelanggan, (4) dimensi keramahan berpengaruh signifikan terhadap kepuasan pelanggan, (5) dimensi bukti nyata berpengaruh signifikan terhadap kepuasan pelanggan. Dengan hasil peroleh daya tanggap 87,1%, dimensi kehandalan 82,4%, dimensi jaminan mutu 84,2%, dimensi keramahan 83,3% dan dimensi bukti nyata 81,7%.

Kata Kunci :

Kehandalan, Daya Tanggap, Jaminan Mutu, Keramahan, Bukti Nyata.

ABSTRACT

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Title : *Analysis of Consumer Satisfaction Levels with Drug Services at Roxy Pharmacy Depok*

The analysis of the level of consumer satisfaction with drug services at the Roxy Pharmacy, Depok aims to: (1) analyze whether responsiveness affects customer satisfaction, (2) analyze whether reliability affects customer satisfaction, (3) analyze whether quality assurance affects customer satisfaction, (4) analyze whether friendliness has an effect on customer satisfaction, (5) analyze whether real evidence has an effect on customer satisfaction. Data collection in this study used a questionnaire distribution method as many as 113 respondents who redeemed the concoction prescription at the Roxy Pharmacy, Depok. Data analysis used statistical analysis with the help of IBM SPSS 24 software program. The results showed that (1) the responsiveness dimension had a significant effect on customer satisfaction, (2) the reliability dimension had a significant effect on customer satisfaction, (3) the quality assurance dimension had a significant effect on satisfaction. customer, (4) the dimension of friendliness has a significant effect on customer satisfaction, (5) the dimension of tangible evidence has a significant effect on customer satisfaction. With the results obtained 84.7% responsiveness, 82.4% reliability dimension, 87.1% quality assurance dimension, 83.3% friendliness dimension and 81.7% real evidence dimension.

Keywords :
Reliability, Responsiveness, Quality Assurance, Hospitality, Real Evidence.