

ABSTRAK

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Program Studi : Farmasi
Judul : Analisis Tingkat Kepuasan Konsumen Terhadap
Pelayanan Kefarmasian Di Kota Tangerang Selatan

Apotek adalah sarana pelayanan kefarmasian tempat dilakukan praktek kefarmasian. Tujuan penelitian ini adalah mengetahui tingkat kepuasan konsumen terhadap pelayanan kefarmasian di Kota Tangerang Selatan. Kepuasan konsumen akan mempengaruhi minat para konsumen untuk kembali lagi ke apotek yang sama. Dalam kepuasan konsumen terdapat penilaian baik atau buruknya pelayanan kefarmasian yang diterima konsumen. Penelitian ini menggunakan desain penelitian deskriptif. Kepuasan konsumen yang dihasilkan dapat dilihat dengan metode *service quality* yang membagi kualitas layanan kedalam 5 dimensi, yaitu: *tangible* (bukti fisik) dengan nilai kualitas 0,23, *realibility* (kehandalan) dengan nilai kualitas 0,08, *responsiveness* (daya tanggap) dengan nilai kualitas -0,12, *assurance* (jaminan) dengan nilai kualitas -0,33, dan *empathy* (empati) dengan nilai kualitas -0,01.

Kata Kunci :

Apotek, Kepuasan Konsumen, Service Quality

ABSTRACT

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Study Program : Pharmacy

Title : Analysis of Consumer Satisfaction Levels with Pharmaceutical
Services in South Tangerang City

Pharmacy is a pharmaceutical service facility where pharmaceutical practice is carried out. The purpose of this study was to determine the level of consumer satisfaction with pharmaceutical services in South Tangerang City. Consumer satisfaction will affect the interest of consumers to return to the same pharmacy. In consumer satisfaction there is an assessment of the good or bad of pharmaceutical services received by consumers. This study uses a descriptive research design. The resulting consumer satisfaction can be seen by the service quality method which divides service quality into 5 dimensions, namely: tangible (physical evidence) with a quality value of 0.23, reliability (reliability) with a quality value of 0.08, responsiveness (responsiveness) with a value of quality -0.12, assurance (guarantee) with a quality value of -0.33, and empathy (empathy) with a quality value of -0.01.

Keywords:

Pharmacy, Customer Satisfaction, Service Quality