

## Analisis tingkat kepuasan pelanggan terhadap pelayanan apotek Kimia Farma Jakarta menggunakan model serqual (studi kasus pada tiga apotek)

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### Abstrak

Sejak dikeluarkannya kebijakan pemerintah tahun 1993 tentang deregulasi dibidang kefarmasian terutama sektor apotek, persaingan bisnis apotek menjadi sangat ketat terutama di Jakarta. Strategi untuk memenangkan persaingan dapat dilakukan dengan cara meningkatkan kualitas layanan, salah satu indikator yang paling banyak dipakai

untuk mengukur kualitas layanan adalah tingkat kepuasan pelanggan. Penelitian ini bertujuan untuk mengetahui tingkat kepuasan pelanggan terhadap kualitas layanan Apotek Kimia Farma Jakarta, khususnya Apotek Kimia Farma-1 Kemayoran, Apotek Kimia Farma-48 Matraman, dan Apotek Kimia Farma-147 Duren Sawit menggunakan metode survey dengan pendekatan Single Cross Sectional Study memakai instrumen kuesioner. Tingkat kepuasan pelanggan diukur menggunakan model SERVQUAL (Service Quality) terhadap 5 dimensi kualitas layanan yaitu tangible, reliability), responsiveness, assurance dan empathy. Hasil penelitian:

Dimensi yang memiliki tingkat kepuasan tertinggi adalah dimensi empathy (kesenjangan 0,37 atau tingkat kepuasan 91,66 %); atribut yang memiliki tingkat kepuasan tertinggi adalah bangunan apotek memiliki desain interior/eksterior yang baik dan menarik (kesenjangan - 0,14 atau tingkat kepuasan 96,4 %); dan atribut yang terpetakan pada diagram Kartesius terbanyak adalah pada kuadran B yang berarti kualitas layanan Apotek Kimia Farma yang diteliti menunjukkan cukup baik. Hasil uji hipotesis penelitian menyatakan tidak ada perbedaan yang bermakna tingkat kepuasan pelanggan antar apotek yang diteliti ( $\alpha > 0,05$ ). Kesimpulan : secara umum tingkat kepuasan pelanggan Apotek Kimia Farma yang diteliti mendekati "Puas", sedangkan tingkat kepuasan pelanggan antar Apotek Kimia Farma yang diteliti tidak menunjukkan perbedaan yang bermakna.

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<b>Abstract</b><br>

Since policy sector pharmaceutical affairs 1993 by government about deregulations sector community pharmacy, competition business community pharmacy in Jakarta was very strict. For win something this competitions, Kimia Farma community pharmacy as the biggest community pharmacy network in Indonesia have propagandized vision be the foremost business networking community pharmacy in Indonesia and mission first-rate services for customers with customer satisfaction. The objective of this research is detect satisfaction level of service quality of Kimia Farma community pharmacy Jakarta, in particular Kimia Farma community pharmacy -1 Kemayoran, Kimia Farma community pharmacy-48 Matraman, Kimia Farma community pharmacy-147 Duren Sawit. Beside This research also objective for knowed vision, mission of Kimia Farma community pharmacy was reached. This research using survey method with quisionaire Single Cross Sectional Study approaches. Research using Servqual (Service Quality) model was discovered by Parasuraman, Zeithaml and Berry use five dimensions of service quality, that was tangible, reliability, responsiveness, assurance, and empathy. Satisfaction level measured

with Gap analysis that was difference expectation before customer receiving the service and perception after that; and Cartesian Diagram analysis, that was mapping atribut service quality on Cartesian Diagram. Analysis difference on customer satisfaction within community pharmacy used analysis varian (Anova). Result: dimension that highest satisfaction level was emphaty (gap -0.37 or satisfactions levels 91.88 %); attribute that highest satisfaction level was well designed interior/exterior building (gap -0.14 or satisfaction levels 96.4 %). Mapping attribute on Cartesian Diagram majority on quadrat B, means service quality Kimia Farma community pharmacy was sufficient. Based on hypothesis test, was not difference significant satisfactions level Kimia Farma community pharmacy was research ( $\alpha > 0.05$ ). Conclusions: generally satisfactions level Kimia Farma community pharmacy that researched nearly satisfy, with satisfaction levels within community pharmacy was not significant difference.