

Analisis kualitatif dengan model wawancara semi terstruktur untuk mendapatkan gambaran kepuasan pelanggan di Apotek Kimia Farma KS Tubun 282 = Qualitative analysis with semi structured interview model to get a picture of customer satisfaction at Apotek Kimia Farma KS Tubun 282

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Abstrak

Apotek Kimia Farma KS Tubun 282 merupakan Apotek yang berada di daerah KS Tubun, Palmerah dengan lokasi yang cukup strategis karna akses jalan cukup ramai dan dekat dengan dua rumah sakit yaitu RS Bhakti Mulia dan RS Peln. Meskipun telah memiliki banyak pelanggan setelah beroperasi puluhan tahun, namun belakangan ini Apotek Kimia Farma KS Tubun mengalami penurunan omset yang kemungkinan besar dipengaruhi oleh penurunan jumlah dan kepuasan pelanggan. Laporan analisis ini mengukur dan mengevaluasi tingkat kualitas pelayanan di Apotek Kimia Farma KS Tubun, serta aspek apa yang perlu diperbaiki oleh Kimia Farma KS Tubun guna dapat meningkatkan kualitas pelayanan sehingga diharapkan juga dapat meningkatkan omset penjualan.

.....Apotek Kimia Farma KS Tubun 282 is a pharmacy located in the KS Tubun, Palmerah area with a strategic location because the road access is quite crowded and close to two hospitals, namely Bhakti Mulia Hospital and Peln Hospital. Even though it has had many customers after decades of operation, recently Apotek Kimia Farma KS Tubun has experienced a decline in turnover which is most likely influenced by a decrease in the number and customer satisfaction. This analysis report needs to be carried out to measure and evaluate the level of service quality at Apotek Kimia Farma KS Tubun 282, as well as what aspects need to be improved by Apotek Kimia Farma KS Tubun 282 in order to improve service quality so that it is also expected to increase sales turnover.