

ABSTRAK

Susanti, Ika.2022.Tingkat Kepuasan Konsumen Terhadap Pelayanan Kefarmasian Di Apotek Shevo Kecamatan Jabung, Kabupaten Malang. Karya Tulis Ilmiah. Akademi Farmasi Putra Indonesia Malang. Pembimbing: Drs. Apt Mochammad Haminuddin, S.Si.

Kata Kunci: Apotek, Kepuasan Konsumen, Pelayanan Kefarmasian

Apotek adalah sarana untuk pelayanan kefarmasian dimana tempat apoteker melaksanakan praktek kefarmasian termasuk dalam menyimpan dan meracik obat. Pelayanan kefarmasian bertujuan untuk menjamin keamanan efektivitas, dan rasionalis penggunaan obat. Salah satu indikator yang digunakan untuk menganalisis kualitas pelayanan di apotek adalah dengan mengukur tingkat kepuasan. Penelitian ini bertujuan untuk mengetahui tingkat kepuasan konsumen terhadap pelayanan kefarmasian di Apotek Shevo Kecamatan Jabung, Kabupaten Malang dengan menggunakan 5 dimensi yaitu *tangible, reliability, responsiveness, assurance, dan emphaty*. Rancangan penelitian ini menggunakan metode deskriptif observasional. Instrumen yang digunakan berupa kuesioner. Populasi pada penelitian ini adalah konsumen yang membeli obat di Apotek Shevo dengan menggunakan metode *purposive sampling* yang memenuhi kriteria inklusi. Besar sampel sebanyak 100 responden. Hasil penelitian menunjukkan tingkat kepuasan konsumen terhadap pelayanan kefarmasian di Apotek Shevo Kecamatan Jabung, Kabupaten Malang secara umum memiliki prosentase rata-rata 84,77% dengan kategori sangat puas. Hasil penelitian berdasarkan sub variable menunjukkan pada dimensi tangible diperoleh persentase skor 83,10% dengan kategori sangat puas, pada dimensi reliability diperoleh persentase skor 87,60% dengan kategori sangat puas, pada dimensi responsiveness diperoleh persentase skor 85,90% dengan kategori sangat puas, pada dimensi assurance diperoleh persentase skor 83,80% dengan kategori sangat puas, dan pada dimensi emphaty diperoleh skor 85,60% dengan kategori sangat puas.

ABSTRACT

Susanti, Ika.2022. The Level of Consumer Satisfaction with Pharmaceutical Services at Shevo Pharmacy Kecamatan Jabung, Kabupaten Malang. Scientific papers. Akademi Farmasi Putra Indonesia Malang.
Supervisor: Drs. Apt. Mochammad Haminuddin, S.Si.

Keywords: Pharmacy, Consumer Satisfaction. Pharmaceutical Services

Pharmacy is a means for pharmaceutical services where pharmacists carry out pharmaceutical practices including in storing and mixing drugs. Pharmaceutical services are aimed at ensuring the safety of effectiveness, and rationalization of drug use. One of the indicators used to analyze the quality of service in pharmacies is to measure the level of satisfaction. This study aims to determine the level of consumer satisfaction with pharmaceutical services at Shevo Pharmacy Kecamatan Jabung, Kabupaten Malang by using 5 dimensions, namely *tangible, reliability, responsiveness, assurance, and empathy*. The design of this study used an observational descriptive method. The instrument used is in the form of a questionnaire. The population in this study were consumers who bought drugs at Shevo Pharmacy using a *purposive sampling* method that met the inclusion criteria. The sample size was 100 respondents. The results showed that the level of consumer satisfaction with pharmaceutical services at Shevo Pharmacy Kecamatan Jabung, Kabupaten Malang in general has an average percentage of 84.77% with the category of very satisfied. The results of the study based on sub variables showed that in the tangible dimension, a percentage score of 83.10% was obtained with the very satisfied category, in the reliability dimension a percentage of a score of 87.60% was obtained with the very satisfied category, in the responsiveness dimension a score percentage of 85.90% was obtained with the very satisfied category, in the assurance dimension a percentage of a score of 83.80% was obtained with the very satisfied category, and in the empathy dimension a score of 85.60% was obtained with the very satisfied category.