

INTISARI

Apotek Kimia Farma termasuk salah satu sarana pelayanan kesehatan di Yogyakarta. Penelitian ini bertujuan untuk mengetahui perbandingan antara harapan dan kenyataan serta karakteristik responden terhadap kualitas pelayanan untuk menggambarkan kepuasan konsumen dengan resep obat di Apotek Kimia Farma Area Manajer Bisnis Yogyakarta.

Jenis penelitian yang digunakan adalah kuantitatif non eksperimental dengan menggunakan rancangan *cross sectional*. Pengambilan sampel menggunakan teknik *quota sampling* dengan sampel minimum berdasarkan tipe penelitian kausal komparatif. Pengumpulan data dilakukan dengan memberikan kuesioner kepada pasien yang menebus obat di Apotek Kimia Farma Area Manajer Bisnis Yogyakarta. Analisis data menggunakan metode analisis *gap*, perhitungan *Customer Satisfaction Index*, dan penyajian data menggunakan Diagram Kartesius.

Hasil analisis statistik menggunakan uji *Wilcoxon* menghasilkan nilai signifikansi 0,000. Hal ini menunjukkan adanya perbedaan yang bermakna antara kenyataan dan harapan. Hasil analisis *gap* untuk keseluruhan dimensi didapatkan sebesar -0,30 yang termasuk dalam klasifikasi *gap* negatif dengan tingkat kepuasan kurang puas banding harapan. Berdasarkan analisis *gap*, Apotek Kimia Farma Area Manajer Bisnis Yogyakarta masih perlu meningkatkan kualitas pelayanan pada beberapa aspek karena belum dapat memenuhi harapan konsumen. Namun berdasarkan *Customer Satisfaction Index* antara harapan dan kenyataan konsumen sebesar 90,91% yang menunjukkan konsumen puas terhadap pelayanan yang telah diberikan.

Kata kunci: kualitas pelayanan, resep, Apotek Kimia Farma Area Manajer Bisnis Yogyakarta

ABSTRACT

Kimia Farma Pharmacies are one of medical care facilities in Yogyakarta. This research is aimed to determine the comparison between expectations and reality and the characteristics of respondents to service quality to describe customer satisfaction with drugs prescription at Kimia Farma Pharmacies Business Manager Area Yogyakarta.

The kind of research is non-experimental quantitative study with using cross sectional design. Sampling is using quota sampling which is calculated based on a minimum sample comparative causal research type. Data collection is done by giving questionnaires to the patients who are paying for drugs prescription at Kimia Farma Pharmacies Business Manager Area Yogyakarta. Data analysis is using gap analysis method, calculation of Customer Satisfaction Index, and presentation of data is using cartesian diagram.

The result of statistical analysis using Wilcoxon test produced significancy 0,000. This indicates a significant difference between reality and expectation. The result of gap analysis for all dimensions is -0.30 which is included in the classification of a negative gap with less satisfied level of compare expectation. Based on gap analysis, Kimia Farma Pharmacies Business Manager Area Yogyakarta still need to be improved for some aspect because it has not achieved yet. But based on the Customer Satisfaction Index between customer expectation and reality is 90,91% which indicates customer satisfied with the existing services.

Keywords: service quality, prescription, Kimia Farma Pharmacies Business Manager Area Yogyakarta