

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

INTISARI

Apotek Panasea dan Apotek Sanata Dharma merupakan sarana pelayanan kesehatan di Yogyakarta. Penelitian bertujuan untuk mengetahui perbandingan pengaruh kualitas pelayanan terhadap kepuasan pelanggan serta karakteristik responden dengan resep obat di Apotek Panasea dan Apotek Sanata Dharma.

Jenis penelitian yaitu kuantitatif survei dengan menggunakan rancangan *cross sectional*. Pengambilan sampel menggunakan teknik quota sampling. Pengumpulan data dilakukan dengan memberikan kuesioner kepada pasien yang menebus obat di Apotek Panasea dan Apotek Sanata Dharma. Analisis data menggunakan metode analisis gap, perhitungan *Customer Satisfaction Index*, dan penyajian data menggunakan Diagram Kartesius.

Analisis statistik menggunakan uji Mann-Whitney menghasilkan nilai signifikansi 0,851 yang menunjukkan tidak ada perbedaan bermakna antara kepuasan pelanggan di Apotek Sanata Dharma dan di Apotek Panasea. Hasil analisis gap untuk keseluruhan dimensi didapatkan sebesar $-0,04$ termasuk dalam klasifikasi gap tingkat sedang untuk Apotek Panasea dan $0,09$ termasuk dalam klasifikasi gap tingkat sedang untuk Apotek Sanata Dharma. Berdasarkan analisis gap, Apotek Panasea dan Apotek Sanata Dharma masih perlu meningkatkan kualitas pelayanan pada beberapa aspek seperti fasilitas bacaan, dan fasilitas toilet.

Berdasarkan *Customer Satisfaction Index* antara harapan dan kenyataan pelanggan pada Apotek Panasea sebesar 98,94% dan pada Apotek Sanata Dharma sebesar 102,41% menunjukkan pelanggan puas terhadap pelayanan yang telah diberikan.

Kata kunci: kualitas pelayanan, resep, Apotek Panasea dan Apotek Sanata Dharma

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ABSTRACT

Panasea Pharmacy and Sanata Dharma Pharmacy are medical care facilities in Yogyakarta. This study aims to identify satisfaction of customers of comparison to quality of service and the characteristics of respondents with drugs prescription at Panasea Pharmacy and Sanata Dharma Pharmacy Yogyakarta.

The kind of research is quantitative survey with using cross sectional design. Sampling is using quota sampling. Data collection is done by giving questionnaires to the patients who are paying for drugs prescription at Panasea Pharmacy and Sanata Dharma Pharmacy. 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 Mann-Whitney test produced significancy 0,851 that indicates no significant difference between satisfied of the customer at Panasea Pharmacy and Sanata Dharma Pharmacy.

The result of gap analysis for all dimensions for Panasea Pharmacy is -0,04 which is included in the classification of a moderate gap and 0,09 which is included in the classification of a moderate gap for Sanata Dharma Pharmacy. Based on gap analysis, Panasea Pharmacy and Sanata Dharma Pharmacy still need to be improved for some aspects such as reading material, and toilet facility.

Based on the Customer Satisfaction Index between customer expectation and reality at Panasea Pharmacy is 98,94% and at Sanata Dharma Pharmacy is 102,41% which indicates customer satisfied with the existing services.

Keywords: service quality, prescription, Panasea Pharmacy and Sanata Dharma Pharmacy