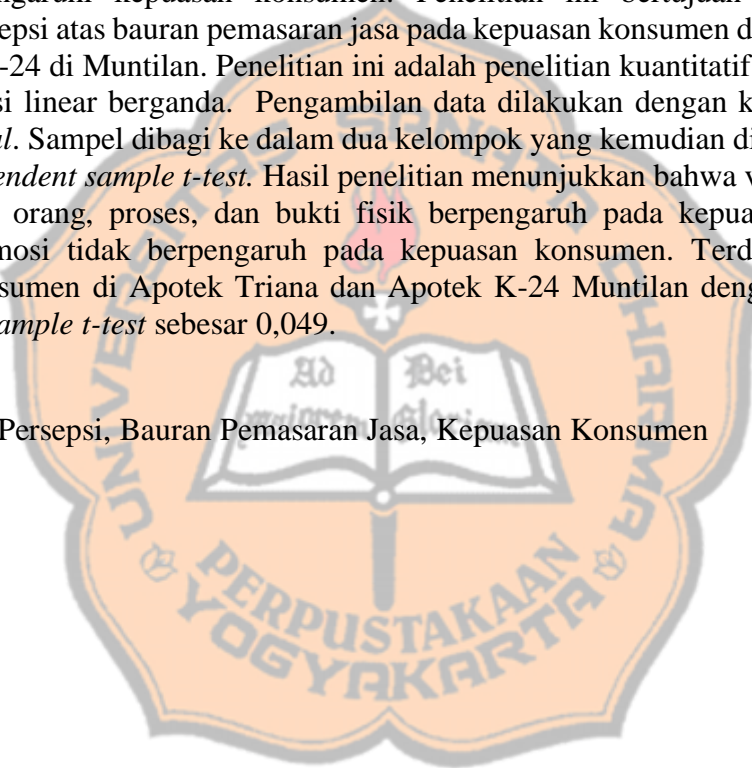


Abstrak**Pengaruh Persepsi Atas Bauran Pemasaran Jasa Pada Kepuasan Konsumen di Apotek Triana dan Apotek K-24 Muntilan**

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Persaingan bisnis apotek dewasa ini sangat kompetitif yang mengharuskan manajer apotek menyusun strategi. Penerapan strategi bauran pemasaran jasa yang tepat akan mempengaruhi kepuasan konsumen. Penelitian ini bertujuan untuk melihat pengaruh persepsi atas bauran pemasaran jasa pada kepuasan konsumen di Apotek Triana dan Apotek K-24 di Muntilan. Penelitian ini adalah penelitian kuantitatif dengan metode analisis regresi linear berganda. Pengambilan data dilakukan dengan kuesioner secara *cross-sectional*. Sampel dibagi ke dalam dua kelompok yang kemudian dianalisis dengan metode *independent sample t-test*. Hasil penelitian menunjukkan bahwa variable produk, harga, lokasi, orang, proses, dan bukti fisik berpengaruh pada kepuasan konsumen. Variabel promosi tidak berpengaruh pada kepuasan konsumen. Terdapat perbedaan kepuasan konsumen di Apotek Triana dan Apotek K-24 Muntilan dengan signifikansi *independent sample t-test* sebesar 0,049.

Kata Kunci: Persepsi, Bauran Pemasaran Jasa, Kepuasan Konsumen



Abstract**The Influence of Perception Service Marketing Mix on Consumer Satisfaction at Triana and K-24 Pharmacy Muntilan**

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Competition in the pharmacy business today is very competitive and requires the pharmacy manager to formulate effective strategies. Applying the right service marketing mix strategy will affect customer satisfaction. This study aims to look at the effect of perceptions on the service marketing mix on consumer satisfaction at Triana Pharmacy and K-24 Pharmacy in Muntilan. This research is a quantitative study with multiple linear regression analysis methods. Data were collected by distributing a cross-sectional questionnaire. Samples were divided into two groups which were then analyzed employing the independent sample t-test method. The results showed that product, price, place, people, process, and physical evidence influencing consumer satisfaction. Promotion was not influenced by customer satisfaction. There were differences in consumer satisfaction at the Triana Pharmacy and K-24 Muntilan Pharmacy with the significance of the independent sample t-test of 0.049.

Keyword: Perceptions, Marketing Mix, Consumer Satisfaction