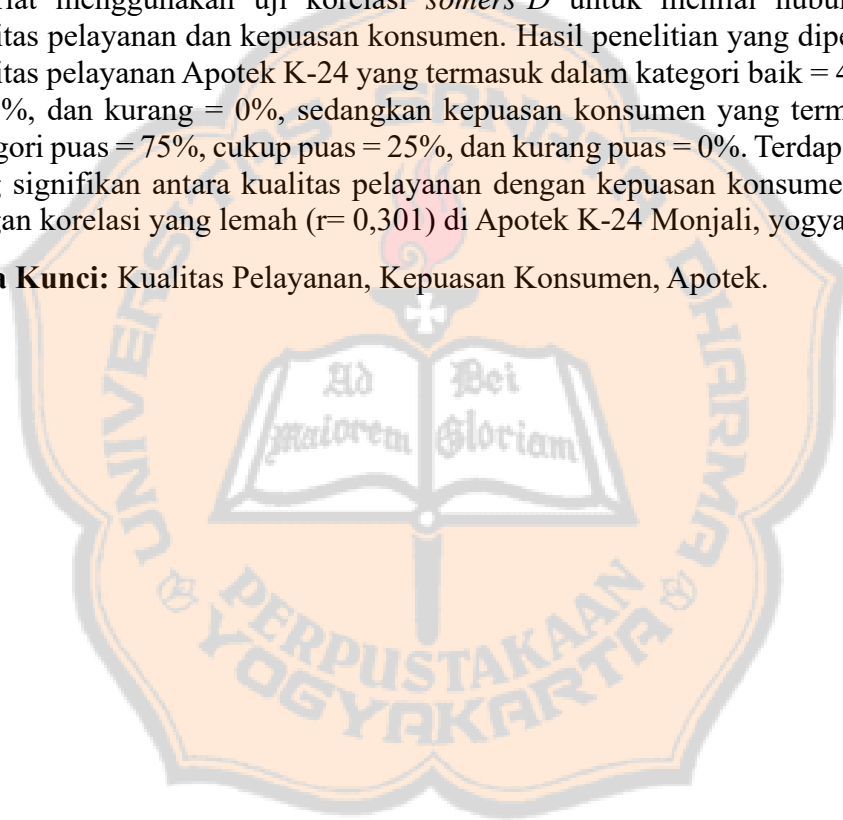


ABSTRAK

Pelayanan yang baik adalah salah satu faktor penting yang dapat meningkatkan kepuasan konsumen. Namun, kualitas pelayanan masih menghadapi beberapa hambatan, baik dari sisi konsumen, sarana dan prasarana, maupun apoteker itu sendiri. Oleh karena itu, penelitian ini bertujuan untuk menganalisis hubungan antara kualitas pelayanan dengan kepuasan konsumen di Apotek K-24 Monjali, Kecamatan Mlati, Kabupaten Sleman. Apotek K-24 dipilih karena lokasinya strategis, dekat layanan Kesehatan lain. Penelitian ini bersifat observasional analitik dengan pendekatan *cross-sectional*. Responden dipilih menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*, dengan mempertimbangkan kriteria inklusi dan eksklusi. Penelitian menggunakan kuesioner dengan *modified likert scale*, dianalisis melalui analisis univariat dan bivariat menggunakan uji korelasi *somers'D* untuk menilai hubungan antara kualitas pelayanan dan kepuasan konsumen. Hasil penelitian yang diperoleh yakni kualitas pelayanan Apotek K-24 yang termasuk dalam kategori baik = 48%, sedang = 52%, dan kurang = 0%, sedangkan kepuasan konsumen yang termasuk dalam kategori puas = 75%, cukup puas = 25%, dan kurang puas = 0%. Terdapat hubungan yang signifikan antara kualitas pelayanan dengan kepuasan konsumen ($p=0,001$) dengan korelasi yang lemah ($r= 0,301$) di Apotek K-24 Monjali, Yogyakarta.

Kata Kunci: Kualitas Pelayanan, Kepuasan Konsumen, Apotek.



ABSTRACT

Good service is one of the important factors that can enhance consumer satisfaction. However, the quality of service still faces several obstacles, both from the consumers' side, the facilities and infrastructure, and the pharmacists themselves. Therefore, this study aims to analyze the relationship between service quality and consumer satisfaction at the K-24 Pharmacy in Monjali, Mlati District, Sleman Regency. The K-24 Pharmacy was chosen because of its strategic location, close to other health services. This research is of an analytical observational nature with a cross-sectional approach. Respondents were selected using a non-probability sampling method with purposive sampling technique, considering inclusion and exclusion criteria. The study used a questionnaire with a modified Likert scale, analyzed through univariate and bivariate analysis using Somers' D correlation test to assess the relationship between service quality and consumer satisfaction. The results obtained were regarding the quality of service. The research findings indicate that the quality of service at K-24 Pharmacy falls into the good category = 48%, moderate = 52%, and poor = 0%, while customer satisfaction is categorized as satisfied = 75%, fairly satisfied = 25%, and unsatisfied = 0%. There is a significant relationship between service quality and customer satisfaction ($p = 0.001$), although the correlation is weak ($r = 0.301$), at K-24 Monjali Pharmacy in Yogyakarta.

Keywords: Service Quality, Consumer Satisfaction, Pharmacy.