

## ABSTRAK

Apotek adalah sarana pelayanan kesehatan yang menyelenggarakan praktik kefarmasian sesuai dengan standar pelayanan kefarmasian. Kualitas pelayanan, kepuasan, dan loyalitas pelanggan merupakan indikator-indikator yang berperan penting dalam menunjukkan mutu pelayanan di apotek termasuk apotek perorangan dan apotek waralaba. Adanya perbedaan karakteristik layanan di kedua jenis apotek tersebut mempengaruhi perbedaan kualitas layanan, kepuasan, dan loyalitas pelanggan. Dengan demikian, penelitian ini bertujuan untuk mengetahui gambaran dan menganalisis perbedaan kualitas pelayanan, kepuasan, dan loyalitas pelanggan pada apotek perorangan dan apotek waralaba di Desa Maguwoharjo, Sleman, Yogyakarta. Metode yang digunakan adalah observasional analitik dengan pendekatan *cross-sectional*. Teknik pengambilan sampel menggunakan teknik *purposive sampling* berdasarkan kriteria eksklusi dan inklusi. Penelitian menggunakan kuesioner dengan *modified likert scale*. Data dianalisis secara univariat dan bivariat. Uji bivariat menggunakan uji non-parametrik *Mann-Whitney* untuk mengetahui adanya perbedaan signifikan antara dua kelompok ( $p\text{-value} \leq 0,05$ ). Berdasarkan hasil penelitian, apotek perorangan menunjukkan kualitas pelayanan yang dominan pada kategori baik (82,7%), puas (70%), dan loyal (68,2%) sedangkan apotek waralaba menunjukkan kualitas pelayanan yang dominan kategori baik (84,5%), puas (71,8%), dan loyal (72,7%). Hasil uji statistik menunjukkan perbedaan tidak signifikan antara kualitas pelayanan ( $p=0,720$ ), kepuasan pelanggan ( $p=0,530$ ), dan loyalitas pelanggan ( $p=0,239$ ) pada apotek perorangan dan apotek waralaba di Desa Maguwoharjo, Sleman, Yogyakarta.

**Kata Kunci:** Kualitas Pelayanan, Kepuasan, Loyalitas, Apotek Waralaba, Apotek Perorangan.

**ABSTRACT**

*Pharmacies are healthcare facilities that provide pharmaceutical services in accordance with pharmaceutical service standards. Service quality, customer satisfaction, and customer loyalty are key indicators of service quality in pharmacies, including independent pharmacies and franchise pharmacies. Differences in service characteristics between these two types of pharmacies influence variations in service quality, customer satisfaction, and customer loyalty. Thus, this study aims to describe and analyze differences in service quality, customer satisfaction, and customer loyalty between independent pharmacies and franchise pharmacies in Maguwoharjo Village, Sleman, Yogyakarta. The method used is an analytical observational study with a cross-sectional approach. The sampling technique employed purposive sampling based on exclusion and inclusion criteria. The study used a questionnaire with a modified Likert scale. Data were analyzed univariately and bivariately. A bivariate analysis was conducted using the nonparametric Mann-Whitney test to determine whether there were significant differences between the two groups ( $p\text{-value} \leq 0,05$ ). Based on the research findings, independently owned pharmacies predominantly received ratings of “good” (82.7%), “satisfied” (70%), and “loyal” (68.2%) for service quality, while franchise pharmacies predominantly received ratings of “good” (84.5%), “satisfied” (71.8%), and “loyal” (72.7%) for service quality. The results of the statistical tests showed no significant differences in service quality ( $p = 0.720$ ), customer satisfaction ( $p = 0.530$ ), and customer loyalty ( $p = 0.239$ ) between independent pharmacies and franchise pharmacies in Maguwoharjo Village, Sleman, Yogyakarta.*

**Keywords:** *Service Quality, Satisfaction, Loyalty, Franchise Pharmacies, Independent Pharmacies.*