

INTISARI

Dengan labelisasi apotek oleh Dinas Kesehatan, diharapkan pelayanan kefarmasian yang diberikan dapat memberikan kepuasan terhadap para pelanggannya. Akan tetapi, sejak adanya pelabelan hingga sekarang belum pernah dilakukan pengukuran kualitas pelayanan maupun kepuasan pelanggan. Penelitian ini ditujukan untuk mengukur tingkat kepuasan dan kualitas pelayanan di apotek dengan label Bintang Dua di 4 kecamatan (Pakualaman, Umbulharjo, Wirobrajan dan Mantriweron) Kota Yogyakarta. Pemilihan 4 kecamatan tersebut berdasarkan banyaknya apotek di 4 kecamatan tersebut. Dari 40 apotek bintang dua di 4 kecamatan hanya 10 apotek yang bersedia sebagai tempat dilakukan penelitian.

Penelitian observasional ini menggunakan rancangan *cross sectional* dan teknik *quota sampling*. Instrumen dalam penelitian ini menggunakan kuesioner. Kuesioner diberikan kepada pasien yang membeli obat di salah satu Apotek Bintang Dua lebih dari satu kali dalam periode Juli-September 2012. Kemudian, data dianalisis dengan metode analisis *gap*, perhitungan *Customer Satisfaction Index*, uji *Chi Square* dan penyajian data menggunakan Diagram Kartesius.

Hasil penelitian menunjukkan 9 dari 10 apotek termasuk dalam klasifikasi *gap* sangat negatif (-3 s.d. -1,5). Berdasarkan *Customer Satisfaction Index* antara harapan dan kenyataan pelanggan pada Apotek A, D, G, H dan J di atas 50% dan Apotek B, C, E, F dan I di bawah 50%. Berdasarkan analisis diagram kartesius, semua apotek perlu meningkatkan kualitas pelayanan pada dimensi *reliability*, *assurance*, *empathy* dan *responsiveness*.

Tidak ada perbedaan bermakna antara kepuasan pelanggan di 10 Apotek Bintang Dua (hasil uji *Chi Square* nilai X^2 hitung $30,294 < X^2$ tabel $40,113$).

Kata kunci :kepuasan pelanggan, kualitas pelayanan, apotek berbintang dua

ABSTRACT

By labeling the pharmacy of Health Department, which is expected given the pharmacy service can provide satisfaction to customers. However, since labeling until now has never been measuring service quality and customer satisfaction. This thesis to expression for measurement level of satisfaction and service quality in pharmacy with Two Stars label in 4 districts (Pakualaman, Umbulharjo, Wirobrajan and Mantrijeron) of Yogyakarta City. The reason choosed 4 districts because only have 4 pharmacy at 4 districts. 40 pharmacies two stars label in 4 districts only 10 pharmacies that are willing as a place for research.

This observational study using crosssectional design and quota sampling technique. Instrument in this study using questionnaires. Questionnaires were given to patients who buy medicine more than once in the period July to September 2012 at one pharmacy two stars label. Then, data were analyzed by gap analysis method, calculation of Customer Satisfaction Index, Chi Square test and presenting data using Cartesian Diagram.

The results showed 9 from 10 pharmacies included in the classification gap with negative value (-3 s.d -1.5). Based on Customer Satisfaction Index by customer expectations if Pharmacy of A, D, G, H and J are above 50% and pharmacy of B, C, E, F and I are below 50%. Based on the analysis of the Cartesian Diagram, all pharmacies need to improve the quality of service with dimensions of reliability, assurance, empathy and responsiveness.

There is no significant difference on customer satisfaction in 10 pharmacies of Two Star label (Chi Square test result values 30.294 X^2 count $< X^2$ table 40.113).

Key words: customers satisfaction, quality of service, pharmacy of two stars label