

## **ABSTRACT**

### **TINGKAT KEPUASAN PASIEN TERHADAP PELAYANAN NON RESEP DI APOTEK MEL MEDICA**

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Pharmacy is one place of the pharmaceutical care with aims to practice pharmacy by pharmacists and pharmaceutical supply distribution to the public. One of the indicators use to evaluate the quality of care in pharmacies was to measure the level of customer satisfaction. This type of research is descriptive. Satisfaction was assessed by giving questionnaires to the respondents and the questionnaire were analyzed descriptively. Assessment of patient satisfaction by taking the data through a questionnaire of 67 respondents. Satisfaction analysis carried out by using a Likert scale. From the analysis of the model GAP Servqual to calculate the perceived value and the patient expectation value of the service, will be able to determine the level of patient satisfaction. The data also displayed in from of chart cartesian.

The results of this study indicated that the patients were satisfied with the services in Drugstore Mel Medica on dimension of *reliability, responsiveness, assurance, and empathy*, while they were not satisfied on dimension of *tangible*. Besed on the importance-performance matrix of twenty attributes which are investigated there are 1 (one) items that are in quadrant I, 9 (nine) items in quadrant II, 3 (three) items in quadrant III and 7 (seven) items in quadrant IV.

**Keywords: Pharmacy, Service quality, Patient satisfaction.**