

ABSTRACT

ANALYSIS OF CUSTOMER SATISFACTION WITH DRUG DELIVERY SERVICES AT THE OUTPATIENT PHARMACY DEPO OF THE HAJI HOSPITAL, EAST JAVA PROVINCE.

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The increase in the number of customers who take medicine at the Outpatient Pharmacy Depot of the East Java Province Hajj Hospital requires an innovation to improve the quality and quality of service to customers. One of the efforts made is the provision of drug delivery services. This study is needed to determine the level of customer satisfaction with drug delivery services at the Outpatient Pharmacy Depot of the Hajj Hospital of East Java Province. The method in this study uses a quantitative method that is descriptive in nature with prospective observation through the distribution of customer satisfaction questionnaires on drug delivery services to 200 respondents and based on Likert diagram analysis, Servqual GAP and Cartesian Diagrams.

The results of the research from 17 attributes show that the average Likert scale score is positive, which means that the average customer is satisfied with the performance of the drug delivery service. While the results of the servqual gap analysis there are 3 attributes that have a negative value, namely in the drug delivery service tariff (Rel1) with a value of -71, the speed of drug delivery officers (Rel2) with a value of -53, and the neatness and identity attributes of drug delivery officers (Tang2) with a value of -16 and the position of these attributes is in quadrant I so that it becomes the top priority in evaluating and improving the performance of drug delivery services. While the Assurance, Responsiveness and Emphaty indicators have a positive gap value, which means that customers are satisfied with the performance of drug delivery services. Improved performance management is needed to achieve the best and optimal service so that customer satisfaction increases.

Keywords: *Satisfaction Level, Drug Delivery Service, Hospital*