

ABSTRACT

CUSTOMER SATISFACTION PROFILE ON THE QUALITY OF PHARMACY SERVICES IN THE FORM OF DRUG DELIVERY

(Studies conducted in the Dharmahusada Pharmacy Surabaya)

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Patient satisfaction is one of the goals of improving the quality of pharmaceutical services. Pharmaceutical services are key to global pharmaceutical practice, aiming to deliver better outcomes for patient quality of life. To assess the satisfaction level of respondents, a questionnaire interview using a Likert scale model was employed. The Likert scale was designed as a checklist with a rating scale from 1 to 5: 5 = very satisfied/very important, 4 = satisfied/important, 3 = moderately satisfied/moderately important, 2 = dissatisfied/unimportant, and 1 = very dissatisfied/very unimportant. The results from the questionnaire on performance and expectations, based on the five dimensions of the study, indicated that all were rated as very satisfied and very important. The GAP analysis of SERVQUAL in this study showed that the average GAP score for each service dimension was positive: reliability at 0.26, assurance at 0.25, empathy at 0.22, and physical evidence at 0.34, indicating satisfaction. However, the responsiveness dimension had a GAP score of -0.09, meaning dissatisfaction, as the performance values were lower than the expectations. The Cartesian diagram analysis revealed factors that need improvement and those that should be maintained. Factors that need improvement (Quadrant I) are the areas that should be prioritized by Apotek Dharmahusada Surabaya for service enhancement. Conversely, factors that should be maintained (Quadrant II) are aspects that Apotek Dharmahusada Surabaya should continue to uphold in their service. It is recommended that Apotek Dharmahusada Surabaya maintain the quality of pharmaceutical services consistently. Patient satisfaction is crucial to ensure that patients feel comfortable when ordering medications at Apotek Dharmahusada Surabaya.

Keywords : *patient satisfaction, pharmaceutical services, services quality, gap servqual analysis, cartesian diagrams.*