

## ***ABSTRACT***

### ***The Effect of Technological Innovation of Pharmaceutical Wholesalers on the Quality of Service to Consumers***

**Lenna Wbiksana**

*Pharmaceutical industry distributing the services of distributors or pharmaceutical wholesalers, which provide excellent service, in order to overcome business competition, to improve services continuously. This study uses a literature review method, with the aim of research is to analyse the influence of pharmaceutical wholesaler service innovation on quality to consumers, and how information technology innovation is applied to business processes at pharmaceutical wholesalers.*

*Information technology has a very large role in the advancement of the pharmaceutical sector. Information technology is very important in the field of public health in order to provide optimal services. The conclusion that can be drawn is that the use of information technology will accelerate business processes at pharmaceutical wholesalers starting from inputting, processing and presenting data so that they can provide effective financing methods and maximum service for customer satisfaction. Implementation of marketing strategies with careful planning and maintaining the quality of service to consumers. The selection of a computer operating system program that is appropriate, safe and at Pharmacy Wholesalers will be more helpful in improving the quality of drug distribution services to consumers which includes Hospitals / Pharmacy Installations, Pharmacies and Clinics with pharmacists in charge. Information technology supported by reliable Human Resources will further increase sales volume and service quality, as well as provide satisfaction to consumers.*

*Keywords : Technology Information, Pharmacy, Pharmaceutical Wholesaler*