

## **ABSTRACT**

### **PROFIL OF SERVICE SATISFACTION AT IBUNDA PHARMACEUTICAL SURABAYA**

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This study aims to determine patient satisfaction with services at Apotek Ibunda Surabaya. Data collection was carried out in February-March 2022 with a total sample of 97 respondents. The pharmaceutical services studied are about prescription service and non-prescription services. Patient satisfaction is measured based on 5 dimensions, namely responsiveness, reliability, assurance, empathy, tangible and using metric analysis of the level of expectation and performance. The research conducted as a whole obtained satisfied results with a gap value of 0,04. In terms of the dimensions of the gap values obtained are responsiveness 0.08, reliability -0.03, assurance 0.06, empathy -0.11, tangible 0.22. From the metric analysis of the level of expectation and performance, the result obtained that 4 question points are in quadrant I, 7 question points are in quadrant II, 4 question points are in quadrant III, and 5 question points are in quadrant IV.

Keywords: Pharmacy, patient satisfaction, pharmaceutical service