

**Program Studi Sarjana Farmasi Fakultas
Ilmu Kesehatan
Universitas Muhammadiyah Pekajangan Pekalongan
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ABSTRAK

Siti Yuli Setyaningsih

Analisis Tingkat Kepuasan Konsumen Terhadap Kualitas Pelayanan Obat Tanpa Resep Di Apotek Pekalongan (Apotek Medono, Apotek Asli)

Pelayanan obat tanpa resep merupakan bagian penting dari praktik kefarmasian yang berpengaruh langsung terhadap kepuasan pasien. Penelitian ini bertujuan untuk menganalisis hubungan antara kepuasan pasien dan kualitas pelayanan obat tanpa resep di Apotek Medono dan Apotek Asli, dengan pendekatan SERVQUAL yang mencakup lima dimensi: *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*. Metode penelitian ini menggunakan pendekatan deskriptif analitik dengan penyebaran kuesioner kepada 50 responden, masing-masing di tiap apotek. Instrumen penelitian telah diuji validitas dan reliabilitasnya, dan seluruh butir pertanyaan dinyatakan valid serta reliabel. Hasil penelitian ini menunjukkan bahwa dari 50 responden, sebanyak 32 responden (64%) menyatakan puas, sedangkan 18 responden (36%) menyatakan tidak puas. Tingkat kepuasan pasien di Apotek Medono mencapai 60%, sedangkan Apotek Asli sebesar 68%. Penilaian kualitas pelayanan pada dimensi *tangible*, *reliability*, *responsiveness*, *assurance*, dan *empathy* sebagian besar berada dalam kategori baik, meskipun masih terdapat kelemahan terutama pada aspek empati dan pemberian informasi obat. Hasil uji *Chi-Square* memperoleh nilai signifikan 0,018 ($<0,05$), yang berarti tidak terdapat hubungan signifikan antara kualitas pelayanan dengan kepuasan pasien. Nilai koefisien kontingensi (C) sebesar 0,293 menunjukkan kekuatan hubungan yang lemah antara variabel. Dengan demikian, kualitas pelayanan yang baik belum tentu berdampak langsung pada kepuasan pasien, karena kepuasan dipengaruhi pula oleh faktor lain seperti harga obat, ketersediaan stok, kenyamanan fasilitas dan pengalaman pribadi pasien.

Kata Kunci: Apotek Asli, Apotek Medono, Kepuasan pasien, kualitas pelayanan, SERVQUAL

ABSTRACT

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Non-prescription drug services are an essential part of pharmaceutical practice that directly affect patient satisfaction. This study aims to analyze the relationship between patient satisfaction and the quality of non-prescription drug services at Medono Pharmacy and Asli Pharmacy, using the SERVQUAL approach which includes five dimensions *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy*. This research employed a descriptive-analytic design by distributing questionnaires to 50 respondents, with 25 respondents from each pharmacy. The research instrument was tested for validity and reliability, and all items were declared valid and reliable. The results showed that out of 50 respondents, 32 respondents (64%) stated they were satisfied, while 18 respondents (36%) stated they were dissatisfied. Patient satisfaction at Medono Pharmacy reached 60%, while at Asli Pharmacy it was 68%. The assessment of service quality in the dimensions of tangibles, reliability, responsiveness, assurance, and empathy was mostly in the good category, although weaknesses were still found, particularly in empathy and the provision of drug information. The Chi-Square test obtained a significance value of 0,018 (0,05), which indicates that there is no significant relationship between service quality and patient satisfaction. The contingency coefficient (C) value of 0,293 shows a weak strength of relationship between the variables. Thus, good service quality does not necessarily have a direct impact on patient satisfaction, as satisfaction is also influenced by other factors such as drug prices, stock availability, facility comfort, and patients' personal experiences.

Keywords: Patient satisfaction, service quality, Medono Pharmacy, Asli Pharmacy, SERVQUAL.