

# **ANALYSIS OF CUSTOMER SATISFACTION LEVEL ON PHARMACEUTICAL SERVICES AT ASASTA FARMA PHARMACY AND ASRI PHARMACY IN CONDONGCATUR**

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## **ABSTRACT**

Customer satisfaction are very important aspect to determine services quality provided at the Pharmacy. Quality evaluation on Pharmacy implied to find out whether the services provided are in accordance with pharmaceutical service standard listed in Permenkes number 73 of 2016 Services quality evaluation the Pharmacy are proceeded using survey method by collecting the data using questionnaires. Quality evaluation are held on Asasta Farma Pharmacy and Asri Pharmacy because no research had been held there to determine level of customer satisfaction according to service provided at the Pharmacy This research is a descriptive analytic study (survey) with a cross sectional approach. The purpose of this study was to determine the level of customer importance to the Pharmacist profession, to know the relationship of customer characteristics to service satisfaction, and to find out the difference in the level of customer satisfaction with the services provided by each Pharmacy. Service satisfaction measurement is done by using five dimensions of satisfaction (Servqual). Sampling is done by using accidental sampling technique. Data were analyzed by chi-square statistical test, the results of the analysis of the level of importance of the customer to the Pharmacist stated that the customer really needs service directly by the Pharmacist at the Pharmacy. Customer satisfaction shows that there is no relationship between the level of customer satisfaction with pharmaceutical services at the Asasta Farma Pharmacy. At Asri Pharmacy shows that there is a relationship between the level of customer satisfaction with pharmaceutical services on the characteristics of marital status and place of residence. Furthermore, on the characteristics of gender, age, occupation, and level of education shows there is no relationship between satisfaction with service. The results of the analysis based on the five dimensions of satisfaction in the two pharmacies showed that there was no difference in customer satisfaction with pharmacy services at the pharmacy, this was indicated by the results of  $p > 0.1$  which is 0.522.

**Keywords:** satisfaction level, satisfaction dimension, quality service, pharmacy, pharmacy services.