

## ABSTRAK

Sejak dikeluarkannya kebijakan pemerintah tahun 1993 tentang peraturan dibidang kefarmasian terutama sektor apotek, persaingan bisnis apotek menjadi sangat ketat. Strategi untuk memenangkan persaingan dapat dilakukan dengan cara meningkatkan kualitas pelayanan, salah satu indikator yang paling banyak dipakai untuk mengukur kualitas pelayanan adalah kepuasan konsumen. Tujuan penelitian adalah untuk mengetahui tingkat kepuasan konsumen, kualitas pelayanan apoteker, serta ada atau tidaknya hubungan antara tingkat kepuasan konsumen dengan kualitas pelayanan apoteker . Penelitian ini merupakan survey analitik dengan pendekatan *cross-sectional* yang dilakukan pada 6 apotek di Kota Pontianak yang menggunakan teknik *area random sampling* dan untuk konsumen apotek digunakan teknik *Quota sampling*. Tingkat kepuasan konsumen diukur dari 5 dimensi yaitu *responsiveness*, *reliability*, *assurance*, *emphaty*. dan *tangible*. Hasil penelitian menunjukkan bahwa tingkat kepuasan konsumen pada lima dimensi tergolong kategori puas (82,3%), sedangkan kualitas pelayanan apoteker tergolong kategori sudah baik (81%). Analisis hubungan antara tingkat kepuasan konsumen dengan kualitas pelayanan apoteker, menggunakan analisis *Chi-square*, menunjukkan adanya hubungan antara tingkat kepuasan konsumen dengan kualitas pelayanan apoteker. Kesimpulan: kualitas pelayanan apoteker yang baik dapat meningkatkan kepuasan konsumen

Kata Kunci: Apotek , Kepuasan Konsumen, Kualitas pelayanan.

## ABSTRACT

Since the release of the government's policy in 1993 in the field of pharmacy especially the drug store sector, drug store business competitions become very strict. Strategies for winning the competition could be done by improving the service quality; one of the most used indicators for measuring the service quality is customer satisfaction. This research aims to know the level of customer satisfaction, the service quality of pharmacists, the relationship between the level of customer satisfaction and the service quality of pharmacists. This research was analytic survey with cross-sectional approach conducted at six drug stores in Pontianak was using the technique of area random sampling and quota sampling for the drug store customers. The level of customer satisfaction was measured in five dimensions: responsiveness, reliability, assurance, empathy, and tangibles. The findings of the research revealed that the level of customer satisfaction in five dimensions was satisfied (82.3%) and the service quality of pharmacists was good (81%). Analysis of the relationship between the level of customer satisfaction and the service quality of pharmacists that used Chi-square analysis showed that there is a relationship between the level of customer satisfaction and the service quality of pharmacists. Conclusion: was good service quality pharmacists can improve customer satisfaction

Keywords: Customer satisfaction, Drug store, Service quality