

INTISARI

SAPUTRA, W.H., 2013, ANALISIS PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN DI APOTEK SANRO WATES YOGYAKARTA, SKRIPSI, FAKULTAS FARMASI, UNIVERSITAS SETIA BUDI, SURAKARTA.

Seiring dengan bertambah tingginya tuntutan dan harapan konsumen terhadap pelayanan kesehatan, maka perlu adanya peningkatan pelayanan yang berkualitas oleh pihak penyedia jasa pelayanan kesehatan. Peneliti ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan konsumen di Apotek Sanro Wates Yogyakarta.

Penelitian ini merupakan penelitian survey dengan menggunakan kuesioner. Pengambilan sampel dilakukan dengan menggunakan metode *purposive sampling* sebanyak 340 responden di Apotek Sanro Wates Yogyakarta. Analisis data menggunakan analisis korelasi untuk mengetahui apakah ada hubungan antara kualitas pelayanan dan kepuasan konsumen, dan analisis regresi untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan konsumen di Apotek Sanro Wates Yogyakarta. Pengolahan data hasil penelitian dilakukan dengan menggunakan program *SPSS versi 17 for window*.

Berdasarkan hasil penelitian diperoleh kesimpulan bahwa dimensi-dimensi kualitas pelayanan *Tangibles*, *Reliability*, *Responsiveness*, *Assurance* tidak berpengaruh, sedangkan *Empathy* berpengaruh secara parsial, sedangkan secara simultan dimensi-dimensi kualitas pelayanan *Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, dan *Empathy* berpengaruh terhadap kepuasan konsumen di apotek Sanro Wates-Yogyakarta. Kepuasan konsumen di apotek Sanro Wates-Yogyakarta dapat dijelaskan oleh dimensi-dimensi kualitas pelayanan *Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, dan *Empathy* sebesar 9,60%.

Kata kunci: Kualitas pelayanan, kepuasan konsumen

ABSTRACT

WIDAGDA HINDAR SAPUTRA, 2013, AN ANALYSIS OF THE SERVICE QUALITY INFLUENCE ON CUSTOMERS' SATISFACTION AT SANRO PHARMACY IN WATES, YOGYAKARTA, A THESIS, PHARMACY FAUCLTY OF SETIA BUDI UNIVERSITY, SURAKARTA

Due to customers' high demand and hope towards health service, the qualified service improvement by the health service provider is needed. This study was aimed at knowing the influence of the service quality on customers' satisfaction at Sanro Pharmacy in Wates Yogyakarta.

This study was a survey research by using questionnaire. The data collection technique was done by using purposive sampling method, in which there were 340 respondents at Sanro Pharmacy in Wates Yogyakarta. The data analysis by using correlation analysis was used to know whether there was a relation between the service quality and customers' satisfaction, and regression analysis was used to know the influence of the service quality on customers' satisfaction at Sanro Pharmacy in Wates Yogyakarta. The data processing of this research result was done by using SPSS version17 for window program.

According to the results of the study, it can be concluded that some dimensions of service quality, including Tangibles, Reliability, Responsiveness, and Assurance have no influence on the customers' satisfaction, while the dimension of Empathy influences the customers' satisfaction partially. In addition, simultaneously the dimensions of the service quality, such as, Tangibles, Reliability, Responsiveness, Assurance, and Empathy influences the customers' satisfaction at Sanro Pharmacy in Wates Yogyakarta. The customers' satisfaction at Sanro Pharmacy in Wates Yogyakarta can be explained by the dimensions of the service quality, involving Tangibles, Reliability, Responsiveness, Assurance, and Empathy by the percentage of 9,60%.

Key words: service quality, customers' satisfaction