

## ABSTRAK

**SYAHAB, A., 2022. ANALISIS KEPUASAN PELANGGAN TERHADAP PELAYANAN OBAT DI APOTEK TOHUDAN KARANGANYAR PADA MASA PANDEMI COVID-19 TAHUN 2022, SKRIPSI, FAKULTAS FARMASI, UNIVERSITAS SETIA BUDI, SURAKARTA.**

Virus corona merupakan virus penyebab flu yang memiliki sifat menularkan dari hewan ke manusia. Wabah ini dilaporkan akhir Desember 2019, masa pandemi memberi dampak pada seluruh aspek pelayanan kefarmasian di Apotek, masyarakat menjadi takut berkonsultasi karena Virus corona yang tidak terkendali. Penelitian ini bertujuan mengetahui tingkat kepuasan pasien dan dimensi mana yang paling tinggi terhadap pelayanan obat di Apotek Tohudan pada masa pandemi Covid-19.

Metode penelitian ini adalah *deskriptif evaluative*, menggunakan kuisioner *serqual* untuk melihat gap (membandingkan) harapan dan kenyataan. Data yang diperoleh adalah data primer yaitu 100 responden dari populasi 1500 pasien dilakukan di Apotek tohudan Karanganyar pada masa pandemi Covid-19.

Hasil analisis data penelitian kepuasan pelanggan terhadap pelayanan obat di Apotek Tohudan berdasarkan pada 5 dimensi *reliability*, *responsiveness*, *emphaty*, *assurance*, dan *tangible* masuk dalam kategori sangat puas, persentase masing-masing 84,52%, 80,88%, 86,08%, 85,64% dan 83,28%, nilai analisis gap tertinggi yaitu dimensi *responsiveness* dengan hasil (-0,58).

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**Kata kunci :** Apotek, Kepuasan pelanggan, Pandemi Covid-19.

## ABSTRACT

**SYAHAB, A., 2022. ANALYSIS OF CUSTOMER SATISFACTION TOWARDS DRUG SERVICES AT THE TOHUDAN PHARMACEUTICAL KARANGANYAR DURING THE COVID-19 PANDEMIC IN 2022, SKRIPSI, FAKULTAS FARMASI, UNIVERSITAS SETIA BUDI, SURAKARTA.**

The corona virus is a virus that causes the flu that has the property of transmitting from human animals. This outbreak was reported at the end of December 2019, the pandemic period had an impact on all aspects of pharmaceutical services in pharmacies, people became afraid to consult because of the uncontrolled corona virus. This study aims to determine the level of patient satisfaction and which dimensions are the highest for drug services at Tohudan Pharmacy during the Covid-19 pandemic.

This research method is descriptive evaluative, using a serqual questionnaire to see gaps (compare) expectations and reality. The data obtained is primary data, namely 100 respondents from a population of 1500 patients carried out at the Tohudan Karanganyar Pharmacy during the Covid-19 pandemic.

The results of the analysis of customer satisfaction research data on drug services at Tohudan Pharmacy based on 5 dimensions of reliability, responsiveness, empathy, assurance, and tangible are included in the very satisfied category, the percentages of each of which are 84.52%, 80.88%, 86.08%, 85.64% and 83.28%, the highest gap analysis value is the responsiveness dimension with results (-0.58).

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**Keywords:** Pharmacy, customer satisfaction, Covid-19 pandemic.