

ANALYSIS OF CUSTOMER SATISFACTION IN PHARMACY SERVICES: A CASE STUDY OF ALAM MEDIKA PHARMACY

MUHAMMAD FARAZI SYAUKI



**STUDY PROGRAM OF BUSINESS
SCHOOL OF BUSINESS
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K1401201816

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ABSTRACT

MUHAMMAD FARAZI SYAUKI. Analysis of Customer Satisfaction in Pharmacy Services: A Case Study at Alam Medika Pharmacy. Supervised by SITI JAHROH and NUR HASANAH.

The COVID-19 pandemic has accelerated digital adoption in healthcare, intensifying competition in the pharmaceutical industry. Alam Medika Pharmacy aims to enhance customer satisfaction and address the decline of post-pandemic clientele. The objectives of this study are to measure overall satisfaction levels, identify gaps between customer importance and service performance, and analyze underperforming attributes for improvement. This research used the Customer Satisfaction Index (CSI), Gap Analysis, and Importance-Performance Analysis (IPA). A questionnaire was conducted from August to September 2024. A total of 100 respondents were selected through convenience sampling. The CSI revealed a high satisfaction rate of 84.36%. The Gap Analysis highlighted a negative gap in tangibles, indicating unmet importance, and a moderate exceedance in assurance. IPA identified key areas for improvement, including waiting room design, staff appearance, complaint handling, and customer communication. While Alam Medika Pharmacy provides satisfactory service, addressing these gaps is essential for sustaining growth and success in the competitive pharmacy industry.

Keywords: CSI, IPA, Pharmaceutical care, Pharmacy industry.

ABSTRAK

MUHAMMAD FARAZI SYAUKI. Analisis Kepuasan Pelanggan terhadap Pelayanan Apotek: Studi Kasus Apotek Alam Medika. Dibimbing oleh SITI JAHROH dan NUR HASANAH.

Pandemi COVID-19 telah mempercepat adopsi digital dalam bidang kesehatan, yang meningkatkan persaingan di industri farmasi. Apotek Alam Medika berupaya untuk meningkatkan kepuasan pelanggan dan mengatasi penurunan jumlah pelanggan pasca-pandemi. Penelitian ini bertujuan untuk mengukur tingkat kepuasan pelanggan, mengidentifikasi kesenjangan antara tingkat kepentingan pelanggan dan kinerja layanan, dan menganalisis atribut yang memerlukan perbaikan. Penelitian ini menggunakan metode *Customer Satisfaction Index (CSI)*, *Gap Analysis*, dan *Importance-Performance Analysis (IPA)*. Survei kuesioner dilakukan pada periode Agustus hingga September 2024. Sebanyak 100 responden dipilih menggunakan metode *convenience sampling*. Hasil *CSI* menunjukkan tingkat kepuasan pelanggan yang tinggi sebesar 84,36%. *Gap Analysis* mengungkapkan adanya kesenjangan negatif pada dimensi *tangibles*, yang menunjukkan kebutuhan pelanggan yang belum terpenuhi, serta keunggulan moderat pada dimensi *assurance*. *IPA* mengidentifikasi area utama yang memerlukan perbaikan, termasuk desain ruang tunggu, penampilan staf, penanganan keluhan, dan komunikasi dengan pelanggan. Meskipun Apotek Alam Medika memberikan layanan yang memuaskan, mengatasi kesenjangan ini sangat penting untuk mempertahankan pertumbuhan dan kesuksesan di industri farmasi.

Kata kunci: CSI, Industri farmasi IPA, *Pharmaceutical care*.



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MUHAMMAD FARAZI SYAUKI

Final Thesis
As one of the requirements to obtain a degree of
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Examiner team for Undergraduate Thesis Defense:

- 1 Prof. Dr. Ir. Ujang Sumarwan, M.Sc.**
- 2 Dra. Alfa Chasanah, M.A.**

Title of Thesis: Analysis of Customer Satisfaction in Pharmacy Services: A Case
Study of Alam Medika Pharmacy

Name : Muhammad Farazi Syauki

Student ID : K1401201816

Approved by

First Supervisor:

Dr. Siti Jahroh, B.Sc., M.Sc.

Second Supervisor:

Dr. Nur Hasanah, S.Kom., M.Eng.



Acknowledged by

Head of Undergraduate Program:

Dr. Siti Jahroh, B.Sc., M.Sc.

NIP. 197711262008122001



Examination Date:
(3rd December 2024)

Graduation Date: 2nd Januari 2025



FOREWORD

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Bogor, December 2024

Muhammad Farazi Syauki



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