

**ANALISIS KEPUASAN PELANGGAN TERHADAP  
PELAYANAN KONSELING DI APOTEK BU HAJI**

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**ABSTRAK**

Pelayanan kefarmasian yang baik yaitu dapat memenuhi tuntutan pasien akan mutu pelayanan, Mutu pelayanan kefarmasian sangat mempengaruhi kualitas pelayanan kefarmasian. Salah satu upaya dalam pelayanan kefarmasian yaitu dengan melakukan pengukuran terhadap kepuasan pasien. Konseling merupakan hal yang paling penting dalam proses pelayanan kefarmasian, dengan peningkatan layanan konseling diharapkan meningkatkan jumlah kunjungan pasien. Penelitian ini bertujuan untuk mengetahui kepuasan pelanggan terhadap pelayanan konseling di Apotek Bu Haji. Hasil data penelitian pada aspek kehandalan, daya tanggap, empati, kepastian/jaminan dan bukti langsung memiliki kriteria hasil dengan nilai skor rata-rata kehandalan 3,3; daya tanggap 3,9; empati 4,1; kepastian/jaminan 3,5 dan bukti langsung sebesar 3,4. Berdasarkan hasil dari 5 kriteria tersebut, menunjukkan bahwa rata-rata keseluruhan proses pelayanan konseling di Apotek Bu Haji yaitu sebesar 3,6 termasuk pada kategori nilai baik.

*Kata Kunci: Apotek, Pelayanan Kefarmasian, Konseling.*

# **ANALYSIS OF CUSTOMER SATISFACTION ON SETTLEMENT SERVICE IN APOTEK BU HAJI**

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## **ABSTRACT**

A good pharmaceutical service that is able to fulfill the patient's guidance on service quality, pharmaceutical service quality greatly influences the quality of pharmacy services. One effort in pharmacy services is by conducting a survey of patient satisfaction. Counseling is the most important thing in the pharmaceutical service process, with the increase in counseling services expected to increase the number of patient visits. This study aims to determine customer satisfaction with counseling services at Bu Haji Pharmacy. The results of the research data on aspects of reliability, responsiveness, empathy, certainty / guarantee and direct evidence have the results criteria with an average score of reliability of 3.3; responsiveness 3.9; empathy 4.1; certainty / guarantee 3.5 and direct evidence of 3.4. Based on the results of these 5 criteria, it showed that the average overall process of counseling services at Bu Haji Pharmacy is equal to 3.6 in the category of good value.

*Keywords: Drugstore, Pharmacy Services, Counseling.*