

ABSTRAK

Perusahaan swasta farmasi yang bergerak dibidang penjualan obat memiliki suatu sistem produksi yang baik guna memenuhi permintaan konsumen. Pertumbuhan ekonomi yang semakin maju, peranan penting sebagai perusahaan farmasi dituntut mampu melayani masyarakat. Penelitian dengan judul “Pengaruh Kepuasan Pelanggan Obat Nucral Terhadap Obat Musin Studi Kasus Di Rs Izza “ memiliki rumusan masalah : menganalisis pengaruh kepuasan pelanggan terhadap obat Nucral dan Musin di RS Izza. Tujuan penelitian ini adalah mengetahui pengaruh kepuasan pelanggan terhadap obat nucral dan obat musin di RS Izza. Sampel menggunakan metode *purposive sampling* yaitu dengan menyebar kuesioner kepada pasien rumah sakit sebanyak 36 orang. Metode pengumpulan data yang digunakan adalah kuesioner, wawancara, dan dokumentasi. Data dianalisis dengan regresi linear berganda dengan bantuan *software spss 25 for windows*. Berdasarkan hasil analisis yang telah dilakukan pada penelitian ini dapat disimpulkan bahwa Hasil pengujian parsial (uji T), dalam table *coefficient* diperoleh nilai $t\text{-hitung} > t\text{-tabel}$ ($60,296 > 2,042$), maka berpengaruh dan memiliki hubungan positif terhadap kepuasan pelanggan. Dari hasil tersebut dikatakan bahwa H_0 ditolak dan H_a diterima, yang berarti obat nucral berpengaruh signifikan terhadap kepuasan pelanggan pada rumah sakit izza. Faktor internal kelemahan adalah obat *sucralfate* yang sudah mulai banyak, harga yang relatif premium dan keyakinan dokter akan obat lambung masih lemah. Faktor eksternal peluang adalah pasar (konsumen) mulai aktif mencari obat dengan harga BPJS. Faktor eksternal ancaman adalah kegiatan promosi yang aktif dari pesaing (kompetitor) dan obat berbahan kimia sudah banyak tersedia di Indonesia.

KARAWANG

Kata Kunci : Kepuasan Pelanggan, Obat Nucral dan Musin, *SWOT*

ABSTRACT

Private pharmaceutical companies engaged in drug sales have a good production system to meet consumer demand. Increasingly advanced economic growth, an important role as a pharmaceutical company is demanded to be able to serve the community, pharmaceutical companies must produce generic drugs, not only types of ethical drugs. The research entitled "The Effect of Nucral Drug Customer Satisfaction Against Musin Drugs Case Study at Rs Izza" has a problem statement : analyzing the effect of customer satisfaction on Nucral drugs and Musin in Izza Hospital. The purpose of this study was to determine the effect of customer satisfaction on nucral drugs and musin drugs in Izza Hospital. The sample uses a purposive sampling method by distributing questionnaires to hospital patients as many as 36 people. Data collection methods used were questionnaire, interview, and documentation. Data were analyzed with multiple linear regression with the help of spss 25 software for windows. Based on the results of the analysis conducted in this study, it can be concluded that the partial test results (T test), in the coefficient table, the value of $t\text{-count} > t\text{-table}$ ($60,296 > 2,042$) has an effect and has a positive relationship on customer satisfaction. From these results it is said that H_0 was rejected and H_a was accepted, which means that the nucral drug had a significant effect on customer satisfaction at the izza hospital. Internal weakness factors are many sucralfate drugs that have started, relatively high prices and doctors' belief in stomach medicines are still weak. An external factor of opportunity is the market (consumers) are actively looking for drugs at a price of BPJS. External threats are active promotional activities from competitors (competitors) and chemical-based drugs are widely available in Indonesia.

KARAWANG

Keywords : Customer Satisfaction, Nucral and Musin Medicines, SWOT