

ABSTRAK

Kepuasan merupakan suatu perasaan senang maupun kecewa yang muncul pada seseorang setelah membandingkan antara kesan atau persepsi terhadap hasil suatu produk, maupun sebuah harapan-harapan. Tujuan penelitian ini untuk mengetahui tingkat kualitas pelayanan dan tingkat kepuasan pelayanan pada Apotek BUMN dan Non BUMN, kemudian dilihat apakah ada hubungan antara tingkat kualitas pelayanan dengan kepuasan pelayanan dikedua apotek tersebut serta melakukan perbandingan antara tingkat kepuasan pelayanan dengan tingkat kualitas pelayanan antara Apotek BUMN dan Non BUMN. Penelitian ini menggunakan desain penelitian yang bersifat deskriptif analitik dengan teknik pengambilan sampel menggunakan teknik *purposive sampling*. Sampel penelitian diambil pada Apotek BUMN (Kimia Farma Dewi Sartika) dan Apotek Non BUMN (Apotek Dermayu) dengan masing-masing responden sebanyak 96 responden. Pengambilan data dilakukan melalui pengisian kuesioner yang telah diuji validitas dan reliabilitasnya. Instrumen kuesioner yang digunakan yaitu *Servqual* (*Service Quality*). Hasil penelitian menunjukkan bahwa tingkat kualitas pelayanan Apotek Non BUMN lebih baik dibandingkan dengan kualitas pelayanan Apotek BUMN, dan terdapat hubungan antara kualitas pelayanan dengan kepuasan konsumen serta terdapat perbandingan tingkat kualitas pelayanan dan kepuasan pelayanan antara Apotek BUMN dengan Non BUMN, dimana dari data keseluruhan penilaian Apotek Non BUMN lebih baik dibandingkan dengan Apotek BUMN.

Kata Kunci : Tingkat Kepuasan, *Service Quality*, Deskriptif Analitik, BUMN dan Non BUMN.

ABSTRACT

Satisfaction is a feeling of pleasure or disappointment that arises in a person after comparing between impressions or perceptions of the results of a product, as well as an expectation. The purpose of this study is to determine the level of service quality and service satisfaction level at BUMN and Non-SOE Pharmacies, then see if there is a relationship between the level of service quality and service satisfaction in the two pharmacies and make a comparison between the level of service satisfaction with the level of service quality between BUMN and Non-SOE Pharmacies. This study used a descriptive analytical research design with sampling techniques using purposive sampling techniques. The research sample was taken at BUMN Pharmacy (Kimia Farma Dewi Sartika) and Non-BUMN Pharmacy (Apotek Dermayu) with 96 respondents each. Data collection is carried out through filling out questionnaires that have been tested for validity and reliability. The questionnaire instrument used is Servqual (Service Quality). The results showed that the level of service quality of Non-BUMN Pharmacies is better than the quality of service of BUMN Pharmacies, and there is a relationship between service quality and consumer satisfaction and there is a comparison of service quality levels and service satisfaction between BUMN and Non-SOE Pharmacies, where from the overall data the assessment of Non-BUMN Pharmacies is better than BUMN Pharmacies

Keywords: Satisfaction Level, Service Quality, Descriptive Analytics, BUMN and Non BUMN.

