**ANALISIS TINGKAT KEPUASAN PELANGGAN TERHADAP PELAYANAN DI APOTEK DEVAN TENGGARONG**

**USULAN PENELITIAN**

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**RANCANGAN USULAN PENELITIAN SKRIPSI**

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**Judul** **:** **Analisis Tingkat Kepuasan Pelanggan Terhadap Pelayanan Di Apotek Devan Tenggarong**

1. **Latar Belakang**

Apotek merupakan sarana pelayanan kefarmasian tempat dilakukan praktek kefarmasian oleh apoteker untuk menjamin mutu pelayanan kefarmasian di apotek, maka harus dilakukan evaluasi mutu pelayananan kefarmasian. Di era globalisasi saat ini, persaingan apotek yang berasal dari dalam negeri maupun pemilik sarana apotek Masyarakat Ekonomi ASEAN (MEA) yang masuk ke Indonesia semakin tak terelakkan. Selain itu, deregulasi ttentang pendirian apotek, tingginya permintaan konsumen terhadap obat dan banyaknya jumlah apoteker juga menjadi faktor pemicu semakin banyaknya jumlah apotek. Secara tidak langsung, persaingan bisnis antar apotek semakin ketat demi memperoleh jumlah pelanggan semaksimal mungkin. Produk yang ditawarkan suatu apotek hampir serupa dengan yang ditawarkan oleh apotek lain, sehingga pelanggan dapat langsung melakukan perbandingan atas produk dan kualitas pelayanan apotek. Oleh karena itu, setiap apotek berlomba untuk memberikan pelayanan terbaik. Salah satu indikator yang digunakan untuk mengevaluasi kualitas pelayanan di apotek adalah dengan mengukur tingkat kepuasan pelanggan (Leebov,1994).

Kepuasan pelanggan merupakan perasaan senang atau kecewa seseorang yang muncul setelah membandingkan hasil produk yang dipikirkan terhadap kinerja yang dihasilkan (Kotler, 2007).

Menurut Peraturan Menteri Kesehatan no. 35 tahun 2014 (Permenkes 2014), untuk menjamin mutu pelayanan kefarmasian di apotek, harus dilakukan evaluasi mutu pelayanan kefarmasian. Terkait dengan pelayanan kefarmasian di apotek perlu dilakukan evaluasi mutu pelayanan farmasi klinik dengan metode survey yaitu pengumpulan data dengan menggunakan kuesioner. Salah satu model yang banyak dipakai untuk mengukur kepuasan pelanggan adalah model SERVQUAL (Service Quality) dengan cara membuat penilaian kepuasan pelanggan secara komprehensif bagi pelayanan di bidang barang dan jasa yang mengutamakan aspek pelayanan.

*Human Capital is undeniably a very important factor for economic growth. In this paper, we investigate the impact of Human Capital on growth using the Neoclassical and Endogenous Growth models. We use the Generalized Method of Moment (GMM) method with 8 different Human Capital proxies measured in terms of quantity and quality of education. Using the LSDV method, we find: (i) Human Capital plays a significant role in explaining growth, (ii) Identical initial technology assumption cannot be ignored in the growth model, (iii) The selection of proxies in terms of quantity and quality of education is very influential on the conclusion of the impact of Human Capital. to growth. With the GMM method, it is concluded that followers will diffuse to catch- up leader, while countries that are close to the leader will take advantage of the power of innovation. Our results also reinforce the view that trade and institutions are two of the most influential factors in our model. Finally, it is important to examine the issue of income inequality in developing country growth models and the issue of reverse causality between education and economic growth* (Soegiarto et al., 2022).

*The purpose of this study was to examine the influence of job satisfaction and organizational commitment towards organizational citizenship behavior. The study was a case study on employees of local water company “Tirta Mahakam” located in Kutai Kartanegara Regency. Quality of service will always be a significant factor for organizations that focus on customer satisfaction. It is done to improve business activity and organizational performance. To have excellent quality services depends on the human resources of the organization. The organization needs human resources that are performing well. Human resources/employees who show strong OCB are believed to be able to perform better. That is why organizations need to create employees with strong OCB. This study was a causal associative study using a quantitative approach. Data were collected using a closed questionnaire with a total sample of 83 respondents, and the selection of respondents chosen using simple random sampling. The results showed that job satisfaction and organizational commitment simultaneously affected organizational citizenship. Job satisfaction partially influenced organizational citizenship behavior. Organizational commitment partly influenced organizational citizenship behavior. Job satisfaction was proven to have the most significant influence* (Iskandar et al., 2019).

*Human resources are seen as one of the most important assets that must be maintained, especially the existence of employees’ performance, which is needed for the sustainability of organizational performance. Factors which may affect the employees’ performance, are information and communication technology (ICT) and empowerment. Therefore, there is a need for human resources that are able to master technology quickly, adaptively and responsively to changing technologies. Also, it is necessary to empower employees that operate useful information and communication technology to effectively and efficiently complete their work. This study aims to determine the relationship of empowerment toward the organizational performance, to determine the role of ICT as a mediator of empowerment toward the organizational performance. A total of 200 questionnaires were distributed to employees Regional Drinking Water Company East Java Indonesia, and finally 128 questionnaires were collected and used as a sample in this study. The data were examined using smart Partial Least Squares (PLS). The results showed that empowerment has a direct effect on employee performance. In addition, information and communication technology mediated the effect of empowerment on employee performance* (Ekowati et al., 2021).

*This study aimed to investigate the effects of leadership styles on counterproductive work behavior, quality of working life, and psychological empowerment. The target population was employees in SOE Islamic banks in Malang Raya, Indonesia. A proportional random sampling was used to obtain a sample size of 160 from the 310 bank employees. SEM-PLS, a measurement and structural equation model was employed to explain the relationship between variables. The results showed that transformational leadership could reduce employee counterproductive work behavior through quality of work-life, while transactional leadership increases this behavior. Furthermore, the quality of work-life cannot mediate the effect of transactional leadership on counterproductive work behavior, while psychological empowerment cannot moderate the impact of transformational leadership on quality of work-life* (Sabran et al., 2022).

*The aim of this study was to analyze the impact of 900 VA electricity tariff adjustments on household consumption patterns in East Borneo. This policy potentially increased the poverty, considering that in the last few years, East Borneo had experienced a contraction in economic growth. The analysis of this study used the Linear Approximation of Almost Ideal Demand System (LA/ AIDS), and the concept of elasticity to reach the objectives of this study using Susenas in 2016 and 2017. The results of the analysis showed that the policy indirectly had more impact on all residential electricity customers rather than on 900 VA and above customers. The residential electricity customers would generally be more responsive to reduce the non-staple consumption in addition to respond the subsidies revocation, compared to 900 VA and above users. This circumstance was certainly related to the economic condition of 900 VA and above residential electricity customers who were more capable, so the food needs were no longer a household staple. Meanwhile, the middle economic households would continue to maintain the nutritional status of the household by continuing to consume high protein food sources (fish / meat / eggs / milk). Meanwhile, based on the type of region, the revocation of 900 VA subsidies and the increase in household non-subsidized tariffs for rural was more responsive than urban households. This was understandable since the level of electricity dependence of the urban community was quite high than the rural area* (Sari & Adawiyah, 2019).

Berdasarkan pembahasan diatas peneliti tertarik untuk melakukan penelitian dengan judul **‘’Analisis Tingkat Kepuasan Pelanggan Terhadap Pelayanan Di Apotek Devan Tenggarong’’.**

1. **Tujuan**
2. Untuk mengetahui tingkat kepuasan pelanggan terhadap pelayanan di apotek devan tenggarong.
3. Untuk mengetahui pengaruh kepuasan pelanggan terhadap pelayanan di apotek di tenggarong.
4. **Manfaat Penelitian**
5. Bagi Perusahaan

Dari penelitian ini, penulis berharap agar dapat memberikan informasi dalam mengevaluasi faktor-faktor apa saja yang mempengaruhi kepuasan pelanggan terhadap pelayanan serta dapat membantu perusahaan untuk memperbaiki, menentukan strategi yang tepat dan meningkatkan mutu pelayanan yang sudah ada sesuai dengan yang pelanggan.

1. Bagi Penulis

Dalam penelitian ini, penulis berharap akan mendapatkan berbagai pengetahuan dan pengalaman berdasarkan perbandingan pengetahuan teoritis dengan praktek di lapangan terutama berhubungan dengan prilaku pelanggan.

1. **Tinjauan Pustaka**
2. Pengertian Kepuasan Pelanggan

Bahrudin, M., dan Zuhro, S. (2016), menyatakan kepuasan pelanggan adalah evaluasi pilihan yang disebabkan oleh keputusan pembelian tertentu dan pengalaman dalam menggunakan atau mengkonsumsi barang atau jasa.

1. Pengertian Pelayanan

Menurut Kotler (Laksana, 2018:85), pelayanan adalah setiap tindakan atau kegiatan yang dapat ditawarkan oleh satu pihak kepada pihak lain, yang pada dasarnya tidak berwujud dan tidak mengakibatkan kepemilikan apapun.

1. **Penelitian Terdahulu**
   1. Kemenkes RI Tentang Perubahan Atas Peraturan Menteri Kesehatan No. 35 Tahun 2014 Tentang Standar Pelayanan Kefarmasian di Apotek. Jakarta.
   2. Lerbin R. 2005. Kepuasan Pelanggan, Pengukuran dan Penganalisisan dengan SPSS. PT. Gramedia Pustaka, Jakarta.
   3. Direktorat Jenderal Bina Kefarmasian dan Alat Kesehatan. 2006. Buku Petunjuk Teknis Pelaksanaan Standar Pelayanan Kefarmasian di Apotek. Departemen Kesehatan, Jakarta.
2. **Variabel Penelitian**
   1. **Variabel Independent**
3. Tingkat Kepuasan Pelanggan (X1)
   1. **Variabel Dependent**
4. Pelayanan (Y1)

1. **Dimensi/Indikator Variabel**
2. **Tingkat Kepuasan Pelanggan (X1)**

a. Kesesuian harapan

1. Minta berkunjung kembali
2. Kesediaan merekomendasikan

Menurut (Hawkins dan Lonney dikutip dalam Tjiptono 2004:101)

1. **Pelanyanan (Y1)**

a. Tangible (berwujud)

b. Reliabelity (kehandalan)

c. Responsiviness (ketanggapan)

d. Assurance (jaminan)

e. Emphaty (Empati).

Menurut Zeithhaml, Parasuraman & Berry (dalam Hardiansyah 2011:46)

1. **Alat/Model Analisis**

Analisis data yang digunakan pada penelitian ini adalah CSI (CustomerSatisfiaction Indeks). CSI digunakan untuk mengetahui tingkat kepuasan pengguna jasa secara menyeluruh dengan melihat tingkat kinerja dan tingkat kepentingan dari atribut-atribut jasa pelayanan (Aritonang,2005). Alasan pemilihan analisis data menggunakan CSI (Customer Satisfiaction Indeks) karena tidak hanya indeks kepuasan tetapi sekaligus memperoleh informasi yang berhubungan dengan dimensi/atribut yang perlu diperbaiki, mudah digunakan dan sederhana serta menggunakan skala yang memiliki sensitivitas dan reliabilitas cukup tinggi.

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