

ABSTRACT

RELATED SERVICES

CONSUMER SATISFACTION WITH MEDICINES

AT PHARMACY ENGGAL BANDAR LAMPUNG

By

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Pharmacy Enggal is a trading business which is engaged in health is to make selling drugs. As a company engaged in healthcare, one of the efforts Enggal pharmacies provide better service quality in order to create customer satisfaction. Satisfaction can be measured by assessing the dimensions of service quality (TERRA) given by the Pharmacy Enggal.

Problems faced by the acquisition of sales received by the pharmacy Enggal in 2007-2008 has increased while in 2009 the acquisition of turnover received drugs decreased from the previous year Based on the description above data, it can be lifted to a problem "Is the service provided by pharmacies Enggal nothing to do with customer satisfaction "

The purpose of writing is to know the relationship of service to customer satisfaction Enggal Pharmacy

The hypothesis proposed in this study is: There is a relationship between service quality to customer satisfaction in pharmacies Enggal.

Data obtained through the deployment koesioner with probability sampling technique using simple random sampling method by 55 people. The analysis used the Chi Square method and the results obtained is that there is a positive relationship between service consisting of factors *Tangible*, *Empathy*, *Reability*, *Responsiveness*, *Assurance*, with customer satisfaction. Because the obtained value of 0.421 *Tangible* factor relationship, *Emphaty* amounted to 0.533, *Reliability* of 0.516, 0.515 for *Responsiveness*, *Assurance* of 0.526 Which means indicates that there is a strong relationship between factors, *Emphaty*, *Reliability*. *Responsiveness*, *Assurance* dan on *Tangible* weak relationship with customer satisfaction

As a material consideration in order to improve in order to improve the quality of service, then presented several suggestions, among others, provide facilities in service, being friendly to customers, improved ability to communicate, to discipline employees and to improve HR systems by providing training services.