

## ABSTRACT

### ANALYSIS OF PHARMACEUTICAL SERVICE QUALITY AT KIMIA FARMA CIMAHI PHARMACY: A CASE STUDY ON PATIENT SATISFACTION

**Cendikia Putri Nurfiah Wulandari**  
**422021718093**

Quality pharmaceutical services play an important role in creating patient satisfaction. This study aims to analyze the level of patient satisfaction regarding pharmaceutical services at Kimia Farma Pharmacy in Cimahi City and assess its compliance with the standards established in Minister of Health Regulation No. 73 of 2016. The research uses a quantitative approach with a descriptive observational design. We collected data by distributing questionnaires to 70 respondents who met the inclusion criteria. The assessment includes five SERVQUAL dimensions, namely pharmacy appearance (tangibles), staff friendliness (empathy), service speed (responsiveness), medication information service (reliability), and medication availability (assurance). The data obtained were statistically analyzed using the Statistical Package for the Social Sciences (SPSS) version 26, with validity and reliability tests to measure the consistency of the instrument. The satisfaction scores were categorized based on the percentage of the total score to the maximum score. The results indicate that the patients' satisfaction level falls into the very satisfied category, with an average score exceeding 80% across all dimensions. The dimension with the highest score is the staff's attitude (empathy) at 88%, while the dimension with the lowest score is the availability of visual information such as brochures at 80%. Overall, the pharmaceutical services at Kimia Farma Pharmacy in Cimahi City have met the standards set by the government and have a positive impact on patient satisfaction.

**Keywords:** Pharmaceutical services, Patient satisfaction, SERVQUAL, SPSS, Minister of Health Regulation No.73 of 2016.

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Cendikia Putri Nurfiah Wulandari  
422021718093

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