

## INTISARI

Penilaian kepuasan pelanggan mencerminkan tanggapan pelanggan terhadap mutu pelayanan farmasi komunitas. Kepuasan pelanggan digunakan sebagai indikator efektivitas untuk menunjukkan seberapa baik pelayanan tersebut memenuhi kebutuhan dan harapan pelanggan. Penelitian ini bertujuan untuk mengetahui gambaran tingkat kepuasan dan hubungan sosiodemografi serta pengalaman pengobatan pelanggan dengan tingkat kepuasan terhadap pelayanan farmasi komunitas di wilayah Kediri.

Desain penelitian yaitu kuantitatif observasional deskriptif dengan pendekatan *cross-sectional*. Teknik pengambilan sampel yaitu *convenience sampling* dengan subjek penelitian adalah masyarakat Kediri yang memenuhi kriteria inklusi. Data dikumpulkan melalui kuesioner *Google Form* yang disebarluaskan secara *online*. Analisis data sosiodemografi dan pengalaman pengobatan pelanggan terhadap tingkat kepuasan dilakukan secara statistik deskriptif menggunakan *IBM SPSS Statistics 25* dengan uji *Fisher's Exact* dengan taraf kepercayaan 95% ( $p < 0,05$ ).

Hasil penelitian menunjukkan bahwa tingkat kepuasan pelanggan secara keseluruhan adalah sangat puas dengan nilai rata-rata mencapai 3,44 ( $SD=0,60$ ). Tingkat kepuasan pada domain komunikasi dan profesionalisme, manajemen terapi, dan umum adalah sangat puas dengan nilai rata-rata berturut-turut mencapai 3,48 ( $SD=0,58$ ), 3,39 ( $SD=0,62$ ), dan 3,44 ( $SD=0,54$ ). Hal ini menunjukkan bahwa mayoritas pelanggan sangat puas terhadap pelayanan farmasi komunitas. Terdapat hubungan antara konsumsi obat rutin ( $p=0,022$ ) dengan tingkat kepuasan terhadap pelayanan farmasi komunitas di wilayah Kediri.

**Kata Kunci:** tingkat kepuasan pelanggan, pelayanan farmasi, farmasi komunitas, Kediri.

## ABSTRACT

*Customer satisfaction assessment reflected customer responses to the quality of community pharmacy services. Customer satisfaction was used as an effectiveness indicator to show how well the services met customer needs and expectations. This study aimed to describe the level of satisfaction and examine the relationship between sociodemographic factors, customers medication experiences, and satisfaction levels with community pharmacy services in the Kediri region.*

*The research design was a descriptive observational quantitative study with a cross-sectional approach. Sampling was conducted using a convenience sampling technique, with the study subjects being Kediri residents who met the inclusion criteria. Data were collected through an online questionnaire distributed via Google Forms. The analysis of customer sociodemographic factors and medication experiences in relation to their satisfaction levels was performed using descriptive statistics with IBM SPSS Statistics 25, applying Fisher's Exact test at a 95% confidence level ( $p < 0.05$ ).*

*The results showed that the overall customer satisfaction level was very satisfied, with an average value of 3.44 ( $SD=0.60$ ). Satisfaction levels in the domains of communication and professionalism, therapy management, and general aspects were also very satisfied, with average value of 3.48 ( $SD=0.58$ ), 3.39 ( $SD=0.62$ ), and 3.44 ( $SD=0.54$ ), respectively. These findings indicated that most customers were very satisfied with community pharmacy services. There was a significant relationship between routine medication use ( $p=0.022$ ) with the satisfaction level of community pharmacy services in the Kediri region.*

**Keywords:** *customer satisfaction level, pharmaceutical services, community pharmacy, Kediri.*