

INTISARI

Kemajuan teknologi menjadikan perusahaan farmasi lebih agresif dalam menghadapi persaingan bisnis, tidak terkecuali apotek. Apotek kini melebarkan target pasar melalui *marketplace* berbasis digital. Permasalahan dilapangan adalah berkurangnya penerapan standar pelayanan kefarmasian di apotek sehingga berdampak pada kepuasan pelanggan. Dengan demikian, dapat berpotensi pada perburukan jalannya bisnis apotek *online*. Tujuan penelitian ini adalah untuk menilai tingkat kepuasan pelanggan pengguna layanan apotek *online* dan mengetahui dimensi kualitas pelayanan penjualan obat melalui platform digital yang mempengaruhi kepuasan pelanggan.

Penelitian ini adalah cross sectional dengan teknik pengumpulan data menggunakan kuisioner yang dilakukan dengan variabel independen, meliputi dimensi efisiensi, ketersediaan sistem, pemenuhan, privasi, tanggapan, kompensasi, dan kontak. Variabel dependen berupa kepuasan pelanggan. Kriteria inklusi pada penelitian ini adalah masyarakat minimal usia 18 tahun dan pengguna layanan apotek *online*. Kriteria eksklusi pada penelitian ini, meliputi apoteker atau tenaga kefarmasian yang sedang praktik di apotek *online* dan responden yang tidak mengisi kuisioner dengan lengkap. Uji validitas dan reliabilitas dilakukan sebelum kuisioner didistribusikan melalui Google Form. Data dianalisis menggunakan *Customer Satisfaction Index* untuk mengetahui tingkat kepuasan dan uji regresi linier untuk menganalisis dimensi yang berpengaruh terhadap kepuasan pelanggan.

Tingkat kepuasan dari 265 responden menghasilkan nilai CSI sebesar 81,54%, artinya “sangat puas”. Sejumlah tujuh dimensi secara simultan berpengaruh secara signifikan terhadap kepuasan pelanggan di apotek *online* sebesar 66,6% dan nilai *p value* 0,000 ($<0,05$). Selain itu, secara parsial dimensi efisiensi, ketersediaan sistem, pemenuhan, privasi, tanggapan, dan kontak berpengaruh secara signifikan terhadap kepuasan pelanggan. Akan tetapi, dimensi kompensasi tidak berpengaruh secara signifikan terhadap kepuasan pelanggan. Dimensi kualitas pelayanan secara elektronik yang berpengaruh apabila dimaksimalkan, maka dapat meningkatkan kepuasan pelanggan di apotek *online*. Penelitian ini memiliki keterbatasan yaitu kuisioner diterjemahkan secara mandiri, sehingga berpotensi adanya perbedaan interpretasi pada item pertanyaan. Selain itu, kuisioner tidak terdistribusi merata sehingga penelitian ini tidak mewakili secara merata di wilayah Daerah Istimewa Yogyakarta.

Kata kunci: Kualitas pelayanan elektronik, *E-Service Quality*, penjualan obat daring, kepuasan pelanggan, *E-Satisfaction*

ABSTRAK

Technological advances have made pharmaceutical companies more aggressive in facing business competition, including pharmacies. Pharmacies are now expanding their target market through digital-based marketplaces. The problem in the field is the reduced implementation of pharmaceutical service standards in pharmacies, which has an impact on customer satisfaction. Thus, it can potentially worsen the running of the online pharmacy business. The purpose of this study was to assess the level of customer satisfaction of online pharmacy service users and to determine the dimensions of drug sales service quality through digital platforms that affect customer satisfaction.

This study is a cross-sectional study with a data collection technique using a questionnaire conducted with independent variables, including dimensions of efficiency, system availability, fulfillment, privacy, response, compensation, and contact. The dependent variable is customer satisfaction. The inclusion criteria in this study were people aged at least 18 years and users of online pharmacy services. The exclusion criteria in this study included pharmacists or pharmaceutical personnel who were practicing at online pharmacies and respondents who did not fill out the questionnaire completely. Validity and reliability tests were conducted before the questionnaire was distributed via Google Forms. Data were analyzed using the Customer Satisfaction Index to determine the level of satisfaction and linear regression tests to analyze the dimensions that affect customer satisfaction.

The level of satisfaction of 265 respondents resulted in a CSI value of 81.54%, meaning "very satisfied". A number of seven dimensions simultaneously had a significant effect on customer satisfaction in online pharmacies of 66.6% and a p-value of 0.000 (<0.05). In addition, partially, the dimensions of efficiency, system availability, fulfillment, privacy, response, and contact had a significant effect on customer satisfaction. However, the compensation dimension did not have a significant effect on customer satisfaction. The dimensions of electronic service quality that have an effect if maximized, can increase customer satisfaction in online pharmacies. This study has limitations, namely that the questionnaire was translated independently, so there is the potential for differences in interpretation of the question items. In addition, the questionnaire was not evenly distributed so this study did not represent the Special Region of Yogyakarta.

Keywords: Electronic service quality, E-Service Quality, online drug sales, customer satisfaction, E-Satisfaction