



ABSTRACT

The tighter competition in the field of health service has pushed ahead pharmacy to increase the quality of its service by implementing continuous improvement. As an effort to face the tight competition, Pratiwi Pharmacy needs to evaluate its performance continuously. One of the methods in evaluating the performance and increasing its service quality is the Six Sigma Method. It is a method in increasing the process quality so the failure level to its customers' satisfaction can be suppressed as minimum as possible, i.e 3.4 times from one million of the same activity.

This research designed with descriptive case study. The data collection of this research was done by using questionnaire in the form of interviews with customers about the service quality of Pratiwi Pharmacy. The result was then interpreted as 'the voice of consumers'. The number of sample is 150 people. In the concept of Six Sigma, there are five steps, i.e. define, measure, analyze, improve, and control.

The research result shows that, as a whole, the service mean of Pratiwi Pharmacy is in the Sigma level of 2.18 sigma. It indicates that the performance achieved by the pharmacy is not so good yet because in the terminology of Six Sigma, the level of 2 sigma means not a maximum service yet and has many defects. It is reflected by the gap in the voice of customers which are mostly in the negative category meaning the quality of Pratiwi Pharmacy service in several processes is not as appropriate as expected by the customers.

Based on the Measure result of the gap analyzes and sigma level, it can stated that the attribute which has the biggest gap (less than the customers' expectancy) and the lowest sigma level is the hospitality and politeness of the pharmacy employees (2.00 sigma). The next are the response of the employees on the customers' needs and complaint (2.03 sigma), the pharmacy service quickness (2.18 sigma), the pharmacy condition and facilities (2.22 sigma), the communication and information given by the employees (2.23 sigma), the incomplete pharmacy facilities (2.31 sigma), and the physical performance of the employees (2.33 sigma).

Key words : Six Sigma, service quality, customer