ABSTRACT

ANALYSIS OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION ON ENGGAL PHARMACY BANDAR LAMPUNG USING CSI AND IPA METHODS

By:

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The development of pharmacies in Bandar Lampung accelerated during the Covid-19 pandemic, judging by the increase in new pharmacies in 2020-2022. The Enggal Pharmacy is a pharmacy that survived from 1980 to the present, located on Jl. Raden Intan, Tanjung Karang, Bandar Lampung. The development of this pharmacy's growth has caused competition, especially in the quality of service provided for customer satisfaction.

The objective of this research is determine the level of Enggal Pharmacy customer satisfaction and to determine the attributes are the customer's priority.

The research method used is a quantitative method by collecting data through a questionnaire and the number of samples taken is as many as 100 respondents who have transacted in Enggal Pharmacy. The data analysis technique used is a Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA).

The results showed that the overall level of Enggal Pharmacy customer satisfaction based on the Customer Satisfaction Index (CSI) method was included in the "Very Satisfied" category. Based on the calculation results obtained from the Importance Performance Analysis (IPA) method there are six attributes in responsiveness indicators, that must be improve the quality of service.

Keywords : Service Quality, Customer Satisfaction, Customer Satisfaction Index (CSI), dan Importance Performance Analysis (IPA).