



The Effect of Service Quality and Facilities on Customer Satisfaction at Panjerejo Pharmacy

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Abstract: The Effect of Service Quality and Facilities on Customer Satisfaction at Panjerejo Pharmacy. Current economic developments have led to increasingly tight competition, especially in sectors such as pharmacies. One of the pharmacies in the Tulungagung area is the Panjerejo pharmacy located in the Ngunut sub-district. This study aims to determine the effect of service quality and facilities on customer satisfaction at the Panjerejo Pharmacy. This study is a type of quantitative research. The population used is all customers of the Panjerejo Pharmacy. The sample used was 100 people obtained from calculations using the Lemeshow formula. Data collection techniques by distributing questionnaires or surveys to respondents. The Effect of Service Quality and Facilities at the Panjerejo Pharmacy on Customer Satisfaction. Simultaneously shows that Service Quality and Facilities have a significant effect on Customer Satisfaction with the results of F count (82.594) > F table (3.089) and a significance value of $0.000 < 0.05$. The customized R^2 value is 0.622, which means that Service Quality and Facilities affect Customer Satisfaction by 62.2% and the remaining 37.8% of Customer Satisfaction is influenced by the Service Quality variable and 37.8% of Customer Satisfaction is influenced by other variables not studied. .

Keywords: Service Quality; Facilities; Visitor Satisfaction.

Abstrak: Pengaruh Kualitas Pelayanan dan Fasilitas terhadap Kepuasan Pelanggan di Apotek Panjerejo. Perkembangan ekonomi pada saat ini menyebabkan persaingan semakin ketat terutama pada sektor sejenis seperti apotek. Salah satu apotek yang ada di daerah Tulungagung adalah apotek Panjerejo yang terletak di kecamatan Ngunut. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pelanggan di Apotek Panjerejo. Penelitian ini merupakan jenis penelitian kuantitatif. Populasi yang digunakan adalah seluruh pelanggan Apotek Panjerejo. Sampel yang digunakan sebanyak 100 orang yang diperoleh dari perhitungan menggunakan rumus Lemeshow. Teknik pengumpulan data dengan cara menyebarkan kuesioner atau angket kepada responden. Pengaruh Kualitas Pelayanan dan Fasilitas di Apotek Panjerejo terhadap Kepuasan Pelanggan. Secara simultan menunjukkan bahwa Kualitas Pelayanan dan Fasilitas berpengaruh signifikan terhadap Kepuasan Pelanggan dengan hasil F hitung (82,594) > F tabel (3,089) dan nilai signifikansi sebesar $0,000 < 0,05$. Nilai adjusted R^2 sebesar 0,622 yang berarti Kualitas Pelayanan dan Fasilitas berpengaruh terhadap Kepuasan Pelanggan sebesar 62,2% dan sisanya sebesar 37,8% Kepuasan Pelanggan

dipengaruhi oleh variabel Kualitas Pelayanan dan sebesar 37,8% Kepuasan Pelanggan dipengaruhi oleh variabel lain yang tidak diteliti..

Kata kunci: Kualitas Pelayanan; Fasilitas; Kepuasan Pengunjung

▪ INTRODUCTION

Basically priority in running a pharmacy business is service in customer satisfaction, so customer satisfaction or dissatisfaction is an interesting topic to discuss (Monica dan Marlius, 2023)

Most important aspect for maintaining a business is if customers are satisfied, they will buy our products again and even recommend them to others. The totality of services is the form of characteristics of goods and services shown in soft skills to satisfy customer needs and the meaning of service quality is a manifestation of an effort to meet needs in line with all forms of customer wishes accompanied by foresight and accuracy. Of course, a company must think about the importance of service in more detail and target consumers through optimal and excellent service quality in order to show its own quality in each company (Sinollah dan Masruro, 2019).

In practice to fulfill all forms of customer requests when transactions are within the scope of a pharmacy, it is appropriate to provide supporting infrastructure facilities so that customers do not feel bored while waiting and conducive queues for taking medicines. What is a problem at the Panjerejo pharmacy in terms of service quality includes employee service which is sometimes not friendly in serving customers, a trivial factor is that it takes too long to process medicine. Facilities are the application of a physical form or atmosphere formed from the construction of both the exterior and interior of a building along with the population within it, namely its employees, to create a sense of security and comfort for customers. Facilities are one of the basic needs of human life, because they are important components for life and companies must be able to manage them well, efficiently and effectively (Ika, 2020).

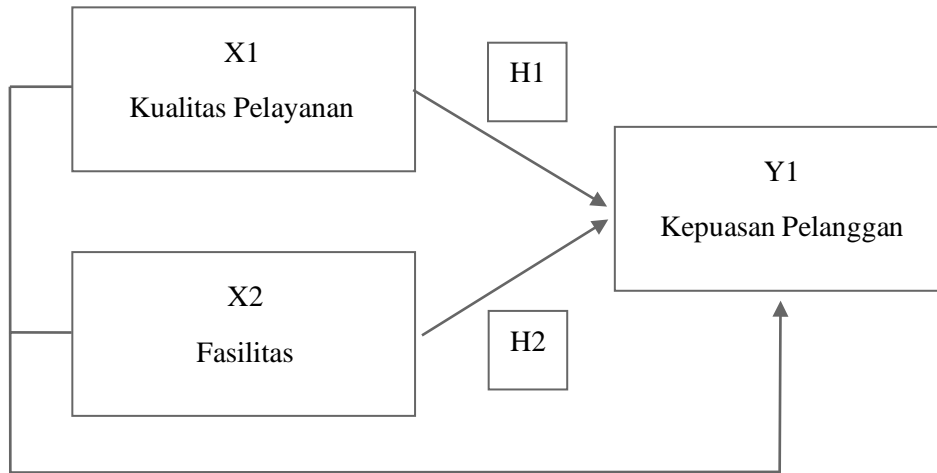
By cultivating an image of customer satisfaction so that customers come back to buy. Judging from the problem aspects of the Panjerejo pharmacy regarding the construction of the building, these include insufficient parking, few waiting rooms, insufficient lighting. Providing quality services and facilities together can provide results and benefits for the business because customer satisfaction is the main key to the managerial concept for achieving satisfaction. Real competition and comparisons in the pharmaceutical business between one pharmacy and another can be seen in the quality of service and facilities available so as to minimize complaints whether conveyed verbally or just mentally. Customer satisfaction is a person's feeling of happiness or disappointment from the comparison between the product purchased and their expectations (Monica dan Marlius, 2023).

Supporting factors in research conducted by (Prasetyo et al, 2021) state that facilities have a significance value of 0.000 which is smaller than 0.05 ($0.000 < 0.05$) and the calculated t value of 4.015 is greater than the t table value of 1.975 ($t_{\text{calculated}} 4.015 > t_{\text{table}} 1.975$). So it can be interpreted that the facility variable has a positive and significant effect on the customer satisfaction variable.

▪ METHOD

This research is a quantitative research type. Population used is all Panjerejo Pharmacy customers. The sample used was 100 people obtained from calculations using the Lemeshow formula. The data collection technique is by distributing questionnaires to respondents.

▪ **RESULT AND DISCUSSION**



Gambar 1. Kerangka Berfikir

Information:

- X1: Service Quality X2: Facilities
- X3: Customer Satisfaction
- H1: Service Quality influences Customer Satisfaction. H2: Facilities influence Customer Satisfaction
- H3: Quality of Service and Facilities influences Customer Satisfaction

A research hypothesis is a temporary truth that has been determined by the researcher to test its truth. The hypotheses of the research are:

- H1: There is an influence of service quality on customer satisfaction at Panjerejo Pharmacy.
- H2: There is an influence of facilities on customer satisfaction at Panjerejo Pharmacy.
- H3: There is an influence of service quality and facilities on customer satisfaction at Panjerejo Pharmacy.

Metode Pengembangan Sistem Informasi Berbasis Web

The data results from SPSS-21 processing will be explained in this discussion. There are several things that will be discussed, namely the interpretation of research results,

comparison of research results with theory, and comparison of research results with relevant research. Some of these things will be explained as follows:

1. Interpretation of Research Results

Based on the results of the data processing that has been carried out, it was found that the Service Quality and Facilities variables have a significant influence on Customer Satisfaction at the Panjerejo Pharmacy.

a. Multiple Linear Regression Results

The results of the multiple linear regression test in this study were found to be the following equation:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 10.633 + 0.230X_1 + 0.584X_2$$

Based on this equation, it is known that the regression coefficient X1 (Service Quality) is 0.230, indicating that every additional unit of the Service Quality variable will increase facilities by 0.230.

Based on this equation, it is known that the regression coefficient X2 (Facilities) is 0.584, indicating that every additional unit of the Service Quality variable will increase Facilities by 0.584.

b. t test results

Based on the t test that was carried out on the Service Quality variable (X1), the tcount value was $2.627 > t_{table} 1.985$ with a significance value of $0.010 < 0.05$. So there is a significant influence of the Service Quality variable (X1) on Panjerejo Pharmacy Customer Satisfaction. So, it can be concluded that from the analysis of questionnaire answers, Panjerejo Pharmacy customers are very satisfied with the quality of service provided by Panjerejo Pharmacy employees. So, it makes customers have a good impression or assessment of Panjerejo Pharmacy.

For the t test value on the Facility variable, the tcount value was $6.286 > t_{table} 1.985$ with a significance value of $0.000 < 0.05$. So there is a significant influence of the Facility variable (X2) on Panjerejo Pharmacy Customer Satisfaction. So, it can be concluded that from the analysis of the questionnaire answers, Panjerejo Pharmacy customers are very satisfied with the facilities provided by Panjerejo Pharmacy. Where, with the facilities provided by the Panjerejo Pharmacy, such as: professional medical equipment, a display case for the medicines provided, a waiting room, and an easy payment system, it makes it very comfortable for customers to buy medicines and consult about the pain they are feeling.

a. **F Test Results**

Based on the F test which has been carried out on the two variables, namely: Service Quality (X1) and Facilities (X2) on Customer Satisfaction, the value obtained is $F_{count} (82.594) > F_{table} (3.089)$ and a significance value of $0.000 < 0.05$. So, it can be concluded that the overall variables Service Quality (X1) and Facilities (X2) together can have a significant influence on Panjerejo Pharmacy Customer Satisfaction.

Based on data findings on Panjerejo Pharmacy Customer Satisfaction, data obtained was 62.2%. Customer Satisfaction is influenced by Service Quality (X1) and Facilities (X2). Meanwhile, the remaining 37.8% is influenced by other variables not examined in this research, such as: price, product quality.

b. **Comparison of research results with theory**

Service Quality Variables (X1) on Customer Satisfaction (Y)

Based on the results of the research that has been carried out, the results show that Service Quality has an influence on Customer Satisfaction at Panjerejo Pharmacy. This strengthens the opinion (Pasaribu, 2023) that service quality influences customer satisfaction. This strengthens the opinion (Harris, L. C., & Ogbonna, 2024) that service quality influence on customer satisfaction. Based on the results of the questionnaire used to measure Service Quality with indicators of reliability, responsiveness, assurance and empathy. The research results showed that 56% of Panjerejo Pharmacy

customers received a good classification. This means that respondents agree that service quality is one of the considerations used to increase customer satisfaction at the Panjerejo Pharmacy.

c. Facility Variables (X2) on Customer Satisfaction (Y)

Based on the results of the research conducted, the results were obtained that facilities have an influence on Panjerejo Pharmacy Customer Satisfaction. This strengthens the opinion (Rahmanita et al., 2023) that facilities influence customer satisfaction. This strengthens the opinion (Saragi & Pamela, 2022) showing that facilities influence customer satisfaction. Based on the results of a questionnaire that was distributed to all respondents with the indicators, namely: physical evidence and physical support. The research results showed that 47% of Panjerejo Pharmacy customers received a good classification. This means that respondents agree that the facility variable is one of the considerations that can be used to increase customer satisfaction at the Panjerejo Pharmacy.

d. Service Quality (X1) and Facilities (X2) Variables on Customer Satisfaction (Y)

Based on the results of research that has been carried out, the results obtained show that the quality of service and facilities influences customer satisfaction at the Panjerejo Pharmacy. This strengthens the opinion (Hudzaifah et al., 2023) that the quality of service and facilities influences customer satisfaction. This strengthens the opinion (Handari et al., 2023) showing that the quality of service and facilities influences customer satisfaction. Based on the F test (Simultaneous) in table 4.18 which shows that the Fcount value (82.594) > Ftable (3.089) and the significance value is $0.000 < 0.05$. So H_0 is rejected and H_a is accepted.

Comparison of research results with relevant research

1. Service Quality Variables (X1) on Customer Satisfaction (Y)

Based on the results of research that has been carried out, it is found that Service Quality (X1) influences Customer Satisfaction (Y) of Panjerejo Pharmacy. The results of this research agree with the research conducted (Dimas & Soliha, 2022) showing that Service Quality (X1) has a value of tcount (1.985) > tcount (0.312) and the significance value obtained is $0.000 < 0.05$, so service quality has a positive effect and significant on customer satisfaction at My Kopi O Semarang. Similar research conducted by (Andari & Mulyantomo, 2020) shows that Service Quality (X1) has a value of tcount (6,539) > ttable (1.986) and the significance value obtained is $0.000 < 0.05$, so service quality has a positive and significant influence on satisfaction customers (Study of Pandanaran Hotel Customers Semarang). Similar research conducted by (Irfan, 2019) shows that Service Quality (X1) has a value of tcount (3.014) > ttable (1.984) and the significance value obtained is $0.003 < 0.05$, so the Service Quality variable has a significant effect on the dependent variable, namely Customer Satisfaction Kenari Waterpark Bontang.

2. Facility Variables (X2) on Customer Satisfaction (Y)

The results of the research That has been carried out show that facility characteristics (X2) have an influence on Customer Satisfaction (Y) of Panjerejo Pharmacy. This research agrees with research conducted by (Suhardi et al., 2022)

showing that Service Quality (X2) has a value of $t_{count} (9.878) > t_{table} (1.983)$ and the significance value obtained is $0.003 < 0.05$. So partially there is a significant influence between Service Quality (X2) on Customer Satisfaction (Y) (Case Study at Binasehat Bekasi Sports School). Similar research was conducted by (Prasetyo, Susanto, & Maharani, 2021) shows that Service Quality (X1) has a value of $t_{count} (3.133) > t_{table} (1.975)$ and the significance value obtained is $0.002 < 0.05$. This can be interpreted that the service quality variable has a positive and significant effect on customer satisfaction (Case Study of Pojur Yogyakarta Barbershop Customers). Research conducted by (Fadillah & Intisari Haryanti, 2021) shows that Service Quality (X1) has a value of $t_{count} (2.525) > t_{table} (2.011)$ and the significance value obtained is $0.015 < 0.05$. This can be interpreted that the service quality variable has a significant effect on customer satisfaction at PT. Port of Indonesia (Pelindo) III Bima Branch.

3. Service Quality (X1) and Facilities (X2) Variables on Customer Satisfaction (Y)

Based on the results of research that has been carried out, the results show that the variables Service Quality (X1) and Facilities (X2) influence Customer Satisfaction (Y). The results of multiple linear regression are $Y = 10.633 + 0.230X1 + 0.584X2$. X1 has a regression coefficient of 0.230. X2 has a regression coefficient of 0.548. The significance level is 0.05 and the total respondents used in this research were 100 Panjerejo Pharmacy customers. In the F test, the calculation results obtained are $F_{count} (82.594) > F_{table} (3.089)$ and a significance value of $0.000 < 0.05$.

Hypothesis testing

In carrying out data analysis, namely conducting hypothesis testing by:

1. Uji t (Parsial)

The t test is used to determine the significance of the influence of the independent variable on the dependent variable, whether it is meaningful or not (Ghozali, 2021). To compare each independent variable with each dependent variable, the t test is used. The test was carried out by comparing the t_{count} value of each variable with the t_{table} value with a significance level of 5% ($\alpha = 0.05$). The criteria for partially testing the hypothesis value are as follows:

- a. If the calculated t value $> t_{table}$ then H_0 is rejected and H_a is accepted. This means that service quality influences customer satisfaction at the Panjerejo pharmacy, Facilities influence customer satisfaction at the Panjerejo pharmacy.
- b. If the calculated t value $< t_{table}$ then H_0 is accepted and H_a is rejected. This means that service quality has no effect on customer satisfaction at Panjerejo Pharmacy.

Facilities have no effect on customer satisfaction at the Panjerejo pharmacy. Conditions for using sig values. The hypothesis testing is as follows (Ghozali, 2018):

- a. If the sig value. < 0.05 then H_0 is rejected and H_a is accepted, this means that there is an influence of service quality on customer satisfaction at the Panjerejo pharmacy. There is an influence of facilities on customer satisfaction at the Panjerejo pharmacy. If the sig value. > 0.05 then H_0 is accepted and H_a is rejected, this means the independent variable has no effect on the dependent variable. There is no influence of service quality on customer satisfaction at the Panjerejo pharmacy. There is no influence of facilities on customer satisfaction at the Panjerejo pharmacy.

1) F Test (Simultaneous)

This F test is used to determine the significant level of whether the independent variables together (simultaneously) influence the dependent variable. By using SPSS for Windows. The criteria for testing hypothesis values simultaneously are as follows:

The next step used is to compare the calculated F with the F table with a significance level of 5% (0.05). The significant level is an error in accepting or rejecting the hypothesis, with the following conditions(Sugiyono, 2021b):

- a. If the calculated F value $>$ F table then H_0 is rejected and H_a is accepted. This means that the quality of service and facilities influences customer satisfaction at the Panjerejo pharmacy.
- b. If the calculated F value $<$ F table then H_0 is accepted and H_a is rejected. This means that the quality of service and facilities has no effect on customer satisfaction at the Panjerejo pharmacy.

2) The conditions for alpha hypothesis testing are as follows:

If the sig value. $<$ 0.05 then H_0 is rejected and H_a is accepted. This means that there is a simultaneous influence of service quality and facilities on customer satisfaction at the Panjerejo pharmacy, If the sig value. $>$ 0.05 then H_0 is accepted and H_a is rejected. So there is no simultaneous influence of service quality and facilities on customer satisfaction at the Panjerejo pharmacy.

Research is a quantitative research type. The population used is all Panjerejo Pharmacy customers. The sample used was 100 people obtained from calculations using the Lemeshow formula. The data collection technique is by distributing questionnaires to respondents. The partial data test results show that Service Quality (X1) has a value of tcount (6,539) $>$ ttable (1.986) and the significance value obtained is $0.000 <$ 0.05. Facility (X2) obtained a value of tcount (6.286) $>$ ttable (1.985) and a significance value of $0.000 <$ 0.05. Meanwhile, it simultaneously shows that Service Quality and Facilities have a significant effect on Customer Satisfaction with the results of Fcount (82.594) $>$ Ftable (3.089) and a significance value of $0.000 <$ 0.05. The adjusted R2 value is 0.622, which means that Service Quality and Facilities influence Customer Satisfaction by 62.2% and the remaining 37.8% of Customer Satisfaction is influenced by the Service Quality variable and 37.8% of Customer Satisfaction is influenced by other variables not examined. in this research such as: Location, price, product quality.

Tabel 1. Panjerejo Pharmacy Customer Data Based on Age

No	Usia	Jumlah
1.	Kurang dari 20 tahun	3
2.	20 s/d 30 tahun	31
3.	31 s/d 40 tahun	11
4.	41 s/d 50 tahun	18
5.	Lebih dari 50 tahun	37

Total	100
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To obtain data, questionnaires were distributed to Panjerejo Pharmacy customers. The following is a presentation of Panjerejo Pharmacy Customer data.

Based on table 4.1, it is known that of the 100 customers sampled in this research, age groupings were obtained, namely: 3 customers aged less than 20 years, 31 customers aged between 20 and 30 years, 31 customers aged between 31 11 people aged up to 40 years, 18 customers aged between 41 and 50 years, and 37 customers aged over 50 years. So, it can be concluded that the more dominant Panjerejo Pharmacy customers are customers aged over 50 years.

Tabel 2. Panjerejo Pharmacy Customer Data Based on Gender

No	Jenis Kelamin	Jumlah
1.	Laki – laki	37
2.	Perempuan	63
	Total	100

In table 4.2 it is known that from the total data obtained, namely: 37 male customers and 63 female customers. It can be concluded that from the total data consisting of 100 Panjerejo Pharmacy customers, most of the Panjerejo Pharmacy customers are female.

Tabel 3. Panjerejo Pharmacy Customer Data Based on Job Type

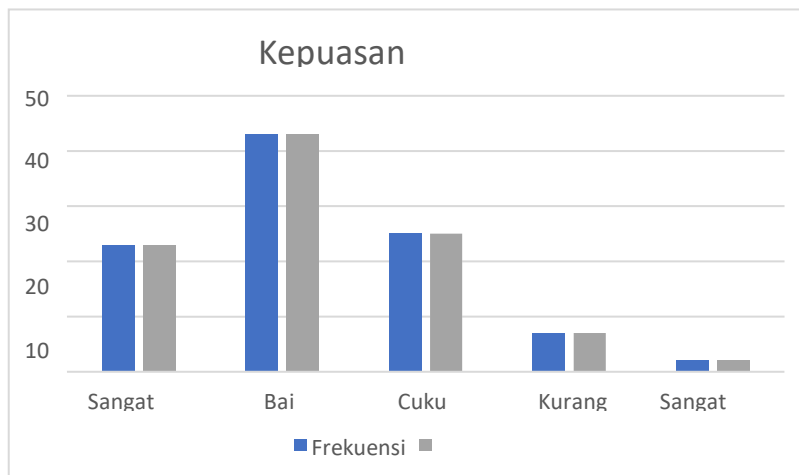
No	Pekerjaan	Jumlah
1.	Pelajar / Mahasiswa	13
2.	Pegawai Negeri	6
3.	Pegawai Swasta	9
4.	Wiraswasta	19
5.	Lainnya	54
	Total	100

Table 4.3 shows that of the 100 Panjerejo Pharmacy customers sampled in this study, they have various types of work, including: Customers who are still students

13 people, 6 customers who are civil servants, 9 customers who are private employees, 19 customers who work as self-employed people, and customers who have other jobs (not students, civil servants, private employees, and self-employed) as many as 54 people. So, it can be concluded that most of Panjerejo Pharmacy customers have other types of work apart from being students, civil servants, private employees and entrepreneurs.

Tabel 4. Classification of Customer Satisfaction Levels (Y)

SKOR	KATEGORI	FREK	%
63 – 75	Sangat Baik	23	23
51 – 62	Baik	43	43
39 – 50	Cukup	25	25
27 – 38	Kurang	7	7
15 – 26	Sangat Kurang	2	2
Total		100	100



Grafik 1. Frequency Distribution of Customer Satisfaction (Y)

Table 4. and graphic 1. above, it can be seen that of the 100 customers sampled in this research, with details of customer satisfaction categorized as very good, there were 23 customers or 23%, customer satisfaction in the good category was 43 customers or 43%. Customer satisfaction in the sufficient category is 25 customers or 25%. Customer satisfaction in the less category is 7 customers or 7%. Customer satisfaction in the very poor category is 2 customers or 2%. So it can be concluded that customer satisfaction at Panjerejo Pharmacy is good.

Tabel 5. Frequency Distribution of Customer Satisfaction Variables (Y)

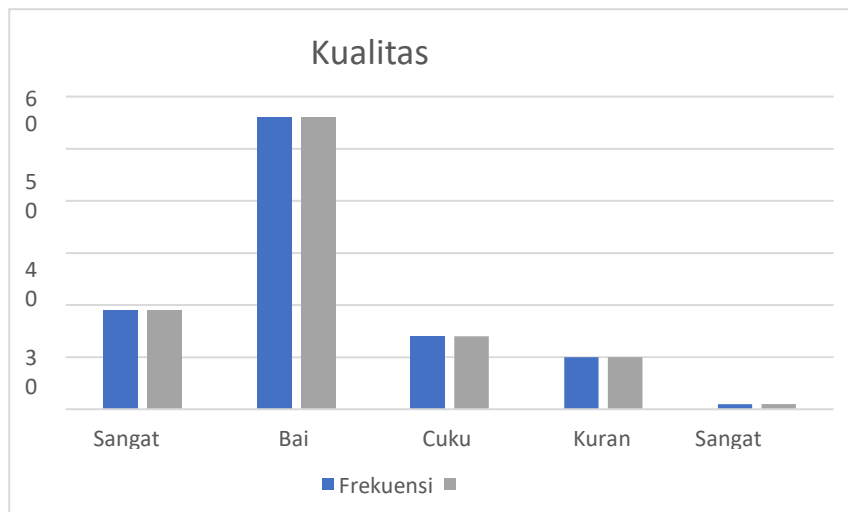
No Item	5		4		3		2		1		Mean	
	F	%	F	%	F	%	F	%	F	%	Item	Indikator
Y1	43	43	30	30	10	10	16	16	1	1	3,98	3,75
Y2	27	27	33	33	16	16	18	18	6	6	3,57	
Y3	39	39	25	25	17	17	8	8	11	11	3,73	
Y4	37	37	20	20	20	20	20	20	3	3	3,68	
Y5	37	37	27	27	15	15	18	18	3	3	3,77	
Y6	34	34	21	21	21	21	19	19	5	5	3,60	3,62
Y7	40	40	22	22	16	16	15	15	7	7	3,73	
Y8	38	38	22	22	17	17	20	20	3	3	3,72	
Y9	35	35	22	22	16	16	21	21	6	6	3,59	
Y10	31	31	18	18	25	25	16	16	10	10	3,44	
Y11	37	37	28	28	13	13	21	21	1	1	3,79	3,73
Y12	36	36	28	28	17	17	13	13	6	6	3,75	
Y13	31	31	24	24	20	20	20	20	5	5	3,56	
Y14	37	37	32	32	14	14	12	12	5	5	3,84	
Y15	40	40	16	16	23	23	17	17	4	4	3,71	
Rata-rata											3,70	

Above, it can be seen that the average Customer Satisfaction Index (Y) is 3.70. Of the 3 indicators used in the customer satisfaction variable, the one with the highest value is the overall service satisfaction indicator with an average indicator value of 3.75. Meanwhile, other indicators such as: recommending to other parties have an average indicator value of 3.62 and the indicator that they will use the service again has an average indicator value of 3.73. So, the table shows that the overall service satisfaction indicator is the strongest indicator in the Panjerejo Pharmacy Customer Satisfaction variable.

Service Quality (X1)

Service quality in this study was measured using 15 statement items that had been previously validated and for each statement item, customers were given the opportunity to choose one answer from 5 (five) alternative answer choices. Based on the data obtained from distributing questionnaires to 100 Panjerejo Pharmacy customers, the service quality level classification was obtained, namely: in the score range of 63-75 with a very good category, a frequency of 19 or 19% was obtained. In the score range of 51-62 in the good category, a frequency of 56 or 56% was obtained. In the score range of 39-50 in the sufficient category, a frequency of 14 or 14% was obtained. In the score range of 27-38 in the poor category, a frequency of 10 or 10% is obtained. In the score range of 15-26 in the very poor category, a frequency of 1 is obtained or 1%. So, it can be concluded that the level of service quality at the Panjerejo Pharmacy is good.

SKOR	KATEGORI	FREK	%
63 – 75	Sangat Baik	19	19
51 – 62	Baik	56	56
39 – 50	Cukup	14	14
27 – 38	Kurang	10	10
15 – 26	Sangat Kurang	1	1
Total		100	100



Grafik 2. Frequency Distribution of Service Quality (X1)

Above, it can be seen that of the 100 customers sampled in this research, with details of service quality categorized as very good, there were 19 customers or 19%. Service quality in the good category was 56 customers or 56%. Service quality in the sufficient category amounts to 14 customers or 14%. The quality of service in the poor category is 10 customers or 10%. The quality of service in the very poor category is 1 Customers or 1%. So it can be concluded that the quality of service at the Panjerejo Pharmacy is good.

▪ CONCLUSION

It can be concluded that customer satisfaction is the difference between expectations and reality regarding the performance of a product or service that has been enjoyed and felt by customers. If it meets or exceeds expectations, it can be said that the customer is satisfied, and conversely, if it is below expectations, it can be said that the customer is not satisfied. Some examples of factors that influence customer satisfaction include:

1. Product quality is a product's ability to fulfill every consumer need in accordance with the consumer's needs and desires.
2. Price is a monetary value determined by a company in return for goods or services traded and something else that a company provides to satisfy customer desires.
3. Accessibility / Convenience is something that is easy, something that can make business easier and smoother.
4. Service is an act or appearance that a party can offer to another that is intangible and does not result in any ownership.
5. Response time is the distance between the receipt of a stimulus and a conscious movement or motor response which is marked by the occurrence of the first muscle reaction or movement.

Based on the guidelines or standard operating procedures owned by the Panjerejo pharmacy, the implementation of service quality includes the following:

a. Self-medication services

1. The patient arrives, the Panjerejo pharmacy or pharmacy assistant greets the patient in a friendly manner and asks the patient what medicine is needed. Ask

first what complaints or illnesses the patient is suffering from, then help the patient to get the right medicine.

2. Cashier calculates the price and asks for approval of the nominal price. If approval has been obtained, the officer will take the medicine requested by the patient according to the request, including: name of the medicine and quantity of the medicine.
3. Panjerejo Pharmacy or pharmacy assistants hand over medicines to patients accompanied by information about the medicine including: use of the medicine, dosage, frequency.
4. The Panjerejo Pharmacy or pharmacy assistant records the patient's name, address and telephone number for treatment documentation. Some of the facilities available at the Panjerejo pharmacy include complete checks for cholesterol, uric acid, sugar, blood pressure, and body scales. However, several other facilities, such as chairs in the pharmacy waiting room, are still lacking, the parking area is not large enough and there is no sink for customers.

b. Service by prescription

1. Patients who come with a prescription are greeted and asked to wait a moment.
2. Panjerejo Pharmacy or pharmacy assistant checks the completeness and validity of the prescription and whether or not there is medication in stock.
3. If the required medication is available, the cashier tells the patient the price. After the patient agrees, payment is made and for patients who require a receipt, a receipt is made. If the patient does not agree with the price given, treatment can be done by taking half the drug first, replacing the patented drug with a generic drug or with another cheaper patented drug that has the same composition and dosage.
4. Communicate with the doctor about prescription issues when necessary.
5. If only part of the medicine is taken, the Panjerejo pharmacy or pharmacy assistant makes a copy of the prescription that has been signed by the Panjerejo pharmacy to collect the rest.
6. Panjerejo Pharmacy, with the assistance of a pharmacy assistant, prepares or mixes medicine according to the prescription. Once prepared, the medicine is labeled and packaged. For oral medicines, they are given a white label, for external medicines they are given a blue label. Therefore, it is very necessary to discuss the importance of facilities in relation to customer satisfaction.

c. Facilities at Panjerjo Pharmacy

Some of the facilities available at the Panjerejo pharmacy include complete checks for cholesterol, uric acid, sugar, blood pressure, and body scales. However, several other facilities, such as chairs in the pharmacy waiting room, are still lacking, the parking area is not large enough and there is no sink for customers. Therefore, it is very necessary to discuss the importance of facilities in relation to customer satisfaction.

It can be concluded that facilities are anything that makes it easier for customers to obtain benefits from services, in this case it can be interpreted as the facilities provided by Panjerejo Pharmacy to customers. And everything that can facilitate and expedite the implementation of a business and is the facilities and infrastructure needed to carry out or expedite an activity.

The results of data analysis using SPSS-21, it can be concluded as follows:

1. Service Quality (X1) has a positive and significant effect on Panjerejo Pharmacy Customer Satisfaction. In the Service Quality variable (X1) the value obtained is

- tcount (2.627) > ttable (1.985). So, it can be concluded that Service Quality has a positive and significant influence on Customer Satisfaction.
2. Facilities (X2) have a positive and significant effect on Panjerejo Pharmacy Customer Satisfaction. In the Facility variable (X2), the value obtained is tcount (6.286) > ttable (1.985) and a significance value of $0.000 < 0.05$. So, it can be concluded that Facilities have a positive and significant influence on Customer Satisfaction.
 3. Service Quality (X1) and Facilities (X2) together have a significant effect on Panjerejo Pharmacy Customer Satisfaction. From the multiple linear equation, it is obtained that $Y = 10.633 + 0.230X1 + 0.584X2$, which means the regression coefficient X1 is 0.230. Meanwhile, the regression coefficient X2 is 0.584. So the Y value is 10.633. The obtained value of Fcount (82.594) > Ftable (3.089) and a significance value of $0.000 < 0.05$. This shows that Service Quality (X1) and Facilities (X2) have a positive and significant effect on Panjerejo Pharmacy Customer Satisfaction.
 4. The results of the Determination Coefficient Test showed that 62.2% of Customer Satisfaction was influenced by the Service Quality and Facilities variables. Meanwhile, the remaining 37.8% of Customer Satisfaction is influenced by other variables not examined in this research

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