

ABSTRACT

The purpose of this research was to find out the influence of service quality toward customer satisfaction and impact on word of mouth (WOM) at Kimia Farma Pharmacy. Data were collected through a survey method to the customers of Kimia Farma, using convenience sampling technique a total of 100 respondents were obtained. The data were processed using Path Analysis. The results showed that : tangible, responsiveness, reliability, assurance, and empathy had both partially and simultaneously an impact customer satisfaction. Similarly tangible, responsiveness, reliability, assurance, and empathy both partially and simultaneously an impact word of mouth. Customer satisfaction was found to have an impact on word of mouth.

It was also found that dimension room and employee performance of tangible variable. Dimension employee responsiveness of responsiveness variable, Dimension skill employee and service procedure are simple of reliability variable, dimension product warranty and service guarantee of assurance. Dimension employee friendly and attention employee of empathy variable.

The conclusion of this research was that to increase customer satisfaction and impact on word of mouth, the company should focus more on the improvement of service quality

Keywords: *service quality, customer satisfaction, word of mouth (WOM)*



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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan pelanggan dan dampaknya terhadap *word of mouth (WOM)* pada Apotek Kimia Farma. Pengumpulan data dilakukan melalui metode survei kepada pelanggan Kimia Farma dengan metoda acak dengan responden sejumlah 100 pelanggan. Data yang diperoleh diolah melalui pemodelan *Path Analysis* dan diperoleh hasil bahwa: keberwujudan (*tangible*), ketanggapan (*responsiveness*), keandalan (*reability*), jaminan (*assurance*), dan empati (*emphaty*) secara masing-masing dan bersama-sama berpengaruh terhadap kepuasan pelanggan. Keberwujudan (*tangible*), ketanggapan (*responsiveness*), keandalan (*reability*), jaminan (*assurance*), dan empati (*emphaty*) secara masing-masing individual dan bersama-sama berpengaruh terhadap WOM. Kepuasan pelanggan berpengaruh terhadap WOM.

Pengaruh paling besar terhadap kepuasan pelanggan dan WOM dari variabel *tangible* yaitu pada dimensi ruangan dan penampilan karyawan. Pada variabel *responsiveness*, terlihat dimensi karyawan yang sigap. Pada variabel *reability*, terlihat dimensi karyawan yang handal dan prosedur pelayanan yang sederhana. Pada variabel *assurance*, dimensi jaminan produk dan jaminan layanan. Sedangkan variabel *empathy*, terlihat dimensi keramahan karyawan dan perhatian karyawan yang mempunyai pengaruh yang besar terhadap kepuasan pelanggan dan WOM.

Kesimpulan dari penelitian ini adalah untuk meningkatkan kepuasan pelanggan dan dampaknya terhadap WOM harus lebih fokus terhadap peningkatan kualitas pelayanan.

Kata kunci: kualitas pelayanan, kepuasan pelanggan, WOM