



## **CUSTOMER SATISFACTION WITH PHARMACIST SERVICES IN WEST JAKARTA**

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### **Abstrak**

Penelitian ini bertujuan untuk menganalisis tingkat kepuasan pelanggan terhadap pelayanan apoteker di Jakarta Barat dengan menggunakan model SERVQUAL yang meliputi lima dimensi kualitas pelayanan, yaitu keandalan, daya tanggap, jaminan, empati, dan bukti fisik. Penelitian ini menggunakan metode survei kuantitatif dengan melibatkan 250 responden yang terdiri atas pelanggan apotek dan anggota keluarga yang mendampingi. Data dikumpulkan melalui kuesioner terstruktur menggunakan skala Likert lima poin, kemudian dianalisis secara deskriptif. Hasil uji validitas dan reliabilitas menunjukkan bahwa instrumen penelitian valid dan reliabel. Hasil penelitian menunjukkan bahwa tingkat kepuasan pelanggan secara keseluruhan berada pada kategori puas dengan nilai rata-rata 2,86 pada skala Likert 1–4. Dimensi keandalan memperoleh nilai tertinggi, diikuti oleh dimensi jaminan, yang mencerminkan kepercayaan pelanggan terhadap profesionalisme dan kompetensi apoteker. Dimensi empati berada pada kategori cukup, sedangkan dimensi daya tanggap dan bukti fisik memperoleh nilai terendah. Sekitar 29% responden masih menyatakan ketidakpuasan, terutama terkait kecepatan pelayanan, waktu tunggu, dan fasilitas fisik. Oleh karena itu, meskipun pelayanan apoteker di Jakarta Barat tergolong memuaskan, diperlukan upaya peningkatan yang berfokus pada dimensi daya tanggap dan bukti fisik untuk meningkatkan kualitas pelayanan dan kepuasan pelanggan.

**Kata kunci:** Kepuasan pelanggan, Pelayanan apoteker, SERVQUAL, Kualitas pelayanan

### **Abstract**

*This study investigates customer satisfaction with pharmacist services in West Jakarta, employing the SERVQUAL model to assess service quality across five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. A quantitative survey was conducted with 250 respondents, including pharmacy customers and accompanying family members, using a structured questionnaire based on a five-point Likert scale (1 = Very Dissatisfied to 5 = Very Satisfied). Validity and reliability tests confirmed the instrument's accuracy and consistency. Results indicate that overall customer satisfaction falls within the "Satisfied" category, with an overall mean score of 2.86 on a 1–4 Likert scale. Reliability scored the highest (2.94), reflecting customer satisfaction with pharmacists' accuracy and consistency in service delivery, followed by Assurance (2.88), demonstrating confidence in professionalism, knowledge, and competence. Empathy received a mean score of 2.81, indicating adequate personal attention, while Responsiveness and Tangibles scored the lowest (both 2.78), highlighting areas requiring improvement in service speed, waiting area comfort, cleanliness, and staff appearance. Item-level analysis revealed that approximately 29% of responses fell within the "Dissatisfied" category, primarily related to waiting times, responsiveness, and physical facilities. These findings suggest that while pharmacist services in West Jakarta are generally satisfactory, targeted improvements in responsiveness and tangibles are necessary to elevate service quality and achieve "Very Satisfied" levels. The study provides evidence-based recommendations for enhancing pharmacist-customer interactions, optimizing physical facilities, and strengthening the professional image of pharmacists in urban pharmacy settings.*

**Keyword:** Customer satisfaction, Pharmacist services, SERVQUAL, Service quality

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## INTRODUCTION

Healthcare services play a crucial role in enhancing the quality and productivity of human resources. In the national health system, pharmacies occupy a strategic position as pharmaceutical service facilities directly interacting with the public (Agung et al., 2024). Their function extends beyond drug distribution; pharmacies also serve as centers for health education and counseling, providing the community with accurate information on rational drug use. Pharmacists carry professional responsibilities to ensure the quality of pharmaceutical services, including the availability of safe and effective medications, proper guidance on medication use, and patient counseling (Amara et al., 2024).

The pharmacist's role is not only technical but also social, acting as the frontline of primary healthcare. Pharmacists are expected to deliver comprehensive, friendly, and communicative services to build and maintain public trust in pharmaceutical practice. With changes in public health behavior, expectations of pharmacists have increased, as society demands not only drug availability but also clear explanations regarding usage, potential side effects, and drug interactions (Hasanah et al., 2024). Service quality encompasses factors such as friendliness, clarity of information, accuracy, responsiveness to inquiries or complaints, and overall professionalism (Umar & Jklr, 2020). These dimensions serve as key indicators of customer satisfaction, yet research on their application in local contexts, such as West Jakarta, remains limited (Citra et al., 2022).

West Jakarta is a densely populated area with high social, economic, and cultural diversity (BPS, 2024). Urban groups often demand fast, efficient, and informative services, while lower-income communities prioritize accessibility and friendliness. Education level and cultural norms also influence how services are perceived and evaluated. Despite the growing number of pharmacies in the region, service quality varies, particularly in personal interactions, speed, and consistency of information (Bunga et al., 2025; Dinas Kesehatan DKI Jakarta, 2024). Customer satisfaction, conceptualized as the comparison between expectations and perceived services, can be effectively measured using the SERVQUAL model, which evaluates five dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). Understanding these perceptions is vital for developing strategies to enhance pharmacist services that are responsive to the diverse needs of the community.

## METHOD

This study adopted a quantitative approach employing a survey method, with a structured questionnaire as the primary research instrument.

The development of the questionnaire followed several systematic stages, beginning with the identification of research variables based on the SERVQUAL model, which comprises five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Each dimension was operationalized into measurable indicators, such as the accuracy of medication information to represent reliability, service speed for responsiveness, and friendliness in communication for empathy. These indicators were subsequently formulated into closed-ended questionnaire items measured using a five-point Likert scale, ranging from 1 (Very Dissatisfied) to 5 (Very Satisfied). The questionnaire was carefully structured to ensure clarity, readability, and logical sequencing of items. Validity testing was conducted to confirm that each item accurately measured its intended indicator, while reliability testing using Cronbach's Alpha ( $\alpha \geq 0.70$ ) ensured strong internal consistency. Through these procedures, the questionnaire was expected to generate valid and reliable data reflecting customer satisfaction with pharmacist services objectively (Sugiyono, 2018; Supardi, 1993).

### ResearchInstrument

The research instrument consisted of an online questionnaire distributed via Google Forms to facilitate broader reach among pharmacy customers in West Jakarta. The questionnaire was developed based on the five SERVQUAL dimensions proposed by Parasuraman, Zeithaml, and Berry (1988), which are widely used to assess service quality and customer satisfaction. These dimensions include reliability (accuracy and consistency of service), responsiveness (promptness and willingness to assist customers), assurance (professional competence, courtesy, and customer trust), empathy (personalized attention and understanding of customer needs), and tangibles (physical facilities, staff appearance, and supporting infrastructure). Each dimension was represented by multiple items measured on a five-point Likert scale ranging from very dissatisfied (1) to very satisfied (5). The instrument underwent rigorous validity and reliability testing to ensure accurate measurement of each dimension and to maintain strong internal consistency.

### PopulationandSample

The population of this study comprised all pharmacy customers in West Jakarta who had received direct services from pharmacists, including both patients and accompanying family members (Sugiyono, 2018). Preliminary surveys and field observations identified approximately 180 direct patients (72%) and 70 accompanying individuals (28%), resulting in a total of 250 respondents. This sample size was considered sufficient to represent the target population given the large number of pharmacies and service interactions in the area. The sample

was selected using purposive sampling based on specific criteria: respondents had received pharmacist services at least twice within the past six months, were at least 17 years old, and were willing to complete the questionnaire. Data collection was conducted during active pharmacy service hours until the required sample size was achieved, thereby ensuring representativeness in assessing customer satisfaction with pharmacist services (Supardi, 1993).

### Variables

This study involved both independent and dependent variables. The independent variable was pharmacist service quality, measured using the five SERVQUAL dimensions: reliability (accuracy and consistency of service), responsiveness (promptness in providing assistance), assurance (confidence in professional competence and credibility), empathy (personal attention to customer needs), and tangibles (physical facilities and staff appearance) (Parasuraman et al., 1988). The dependent variable was customer satisfaction, defined as the extent to which perceived services met or exceeded customer expectations. Customer satisfaction was achieved when the quality of services delivered by pharmacists aligned with or surpassed initial expectations.

### Data Processing

Data processing employed a Likert scale to quantify customer perceptions and satisfaction levels. Responses ranging from 1 (very dissatisfied) to 5 (very satisfied) were aggregated for each SERVQUAL dimension as well as for overall satisfaction. Statistical analyses, including descriptive statistics and validity and reliability tests, were conducted using statistical software, with results presented in the form of tables and figures. This analytical approach enabled the identification of trends, strengths, and areas for improvement in pharmacist service quality, thereby providing a sound basis for evidence-based recommendations to enhance pharmacist services in West Jakarta.

## RESULTS AND DISCUSSION

### Customer Satisfaction Analysis

Building on the preceding descriptive analysis, this section seeks to present a more comprehensive overview of customer satisfaction levels for each aspect of pharmacist services in West Jakarta. Table 4.5 summarizes the mean scores for each questionnaire item, comprising 25 items derived from the five core SERVQUAL dimensions.

**Table 1. Results of Consumer Satisfaction Analysis**

Item	N	Mean
S1	50	3.04
S2	50	2.90
S3	50	3.02
S4	50	2.94
S5	50	2.86
S6	50	2.88
S7	50	2.82
S8	50	2.90
S9	50	2.68
S10	50	2.72
S11	50	3.02
S12	50	2.86
S13	50	2.92
S14	50	2.72
S15	50	3.08
S16	50	2.70
S17	50	2.88
S18	50	2.84
S19	50	2.96
S20	50	3.04
S21	50	2.82
S22	50	2.70
S23	50	2.62
S24	50	2.68

**Item N Mean**

S25	502.62
<b>TotalScore</b>	<b>5071.22</b>
<b>ValidN (listwise)</b>	<b>50</b>

Based on the analysis, the mean scores for individual items range from 2.62 to 3.08 on a 1–4 Likert scale. The highest mean score was recorded for item S15 (3.08), which falls under the Assurance dimension and evaluates the pharmacist's knowledge and professionalism in service delivery. This finding indicates a high level of customer confidence in the competence and expertise of pharmacists. Items S1 (3.04) and S20 (3.04) also demonstrated relatively high levels of customer satisfaction. Item S1, representing the Reliability dimension, reflects customers' perceptions of the pharmacist's consistency and timeliness in providing services. Meanwhile, item S20, which belongs to the Tangibles dimension, suggests that some customers consider the pharmacy's physical facilities and cleanliness to be adequate.

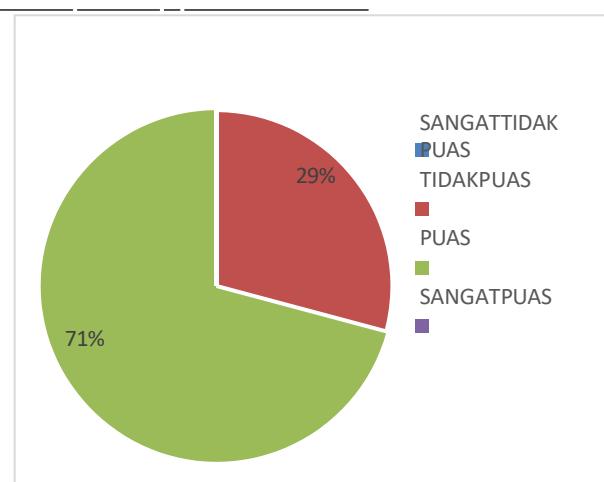
In contrast, the lowest mean scores were observed for items S23 and S25 (both 2.62), as well as items S9 and S24 (both 2.68). These items are associated with the Tangibles and Responsiveness dimensions, indicating that aspects such as waiting area comfort, availability of facilities, and the speed and promptness of pharmacist services remain suboptimal. This finding suggests that although customers are

#### Pie Chart of Customer Satisfaction

Jumlah Kepuasan

generally satisfied, there are notable gaps in responsiveness and physical infrastructure. Overall, the total mean score of 71.22 indicates that customer satisfaction with pharmacist services falls within the "Satisfied" category based on the Likert scale interpretation. None of the items reached the "Very Satisfied" category, implying that further improvements in service quality are required to enhance the overall customer experience.

From a dimensional perspective, the highest levels of satisfaction were found in the Reliability and Assurance dimensions, while the lowest were observed in Tangibles and Responsiveness. Therefore, service improvement efforts should prioritize these latter dimensions. Pharmacists and pharmacy managers are encouraged to focus on improving waiting area comfort, staff appearance, and service efficiency, as these factors significantly influence customer perceptions of service quality. In general, the findings indicate that pharmacist services in West Jakarta are performing satisfactorily; however, targeted enhancements in tangibles and responsiveness are necessary to elevate customer satisfaction from the "Satisfied" level to "Very Satisfied."



**Figure 1. Pie Chart of Customer Satisfaction**

Based on the pie chart visualization, the majority of questionnaire items (71%) fall within the "Satisfied" category, while 29% are classified as "Dissatisfied." No items were categorized as "Very Satisfied" or "Very Dissatisfied," resulting in 0% for both categories. This distribution indicates that respondents generally hold positive perceptions of pharmacist services in West Jakarta. Nevertheless, the presence of dissatisfaction suggests that certain aspects of service delivery have not yet fully met customer expectations. More specifically, dissatisfaction is predominantly observed in the Responsiveness

and Tangibles dimensions. Within the Responsiveness dimension, respondents highlighted issues related to service speed, pharmacists' promptness in assisting multiple customers simultaneously, and overall waiting time. In the Tangibles dimension, dissatisfaction is primarily associated with the comfort and cleanliness of waiting areas, the availability of facilities such as air conditioning and seating, and the professional appearance of pharmacy staff.

These findings indicate that although customers are largely satisfied with pharmacists' competence and professionalism, substantial opportunities for improvement remain in terms of physical facilities and service responsiveness.

Enhancing these dimensions is expected to reduce the proportion of dissatisfied customers and increase the likelihood of achieving “Very Satisfied” ratings in the future.

### 1. SERVQUAL Analysis

At this stage, service quality was evaluated using the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry (1988). This model is widely utilized to assess service quality based on customer perceptions across five key dimensions, capturing essential elements of the service experience and determining whether services meet or exceed customer expectations. The five SERVQUAL dimensions applied in this study are as follows:

#### 1. Reliability

Reliability refers to the ability of pharmacists and pharmacy staff to deliver services accurately, consistently, and as promised. This includes the accuracy of medication information, timeliness of service, and clarity in prescription delivery. Reliability is fundamental in healthcare services, as customers depend heavily on precision and consistency.

#### 2. Responsiveness

Responsiveness reflects the willingness and ability of pharmacy staff to assist customers promptly. This dimension encompasses the speed of service, responsiveness to customer inquiries, and efficiency in handling complaints or requests.

High responsiveness

demonstrates the pharmacy's attentiveness to immediate customer needs.

#### 3. Assurance

Assurance relates to staff knowledge, competence,

courtesy, and the ability to foster customer trust. In the context of healthcare, assurance is critical because it directly influences patient safety, confidence, and comfort. Customers tend to feel more satisfied when they trust the professionalism and expertise of pharmacists.

#### 4. Empathy

Empathy represents the provision of individualized and sincere attention to customers. In pharmacy services, this includes friendliness, patience in explaining medication use, and genuine concern for customer conditions and needs. This dimension reflects the pharmacist's capacity to establish personal connections and deliver care-oriented services.

#### 5. Tangibles

Tangibles refer to the physical aspects of service that are visible to customers, such as the cleanliness and comfort of waiting areas, the completeness of facilities, staff appearance, and the clarity of labels and informational materials. Tangibles serve as a visual indicator of service quality and strongly influence customers' initial impressions of professionalism.

Collectively, these five dimensions were used to evaluate overall customer satisfaction with pharmacist services in West Jakarta. The SERVQUAL framework enables the identification of strengths and areas requiring improvement, thereby providing a comprehensive basis for enhancing service quality. The mean scores for each SERVQUAL dimension are presented in the following table.

**Table 2. Average Scores for the Five SERVQUAL Dimensions**

No.	SERVQUAL Dimension	Item	Mean Coefficient (r)	Correlation	Requirement Status	Reliability	Validity Status
1	Reliability	S1	3.04	0.82	≥ 0.70	Reliable	Valid
		S2	2.90	0.80	≥ 0.70	Reliable	Valid
		S3	3.02	0.84	≥ 0.70	Reliable	Valid
		S4	2.94	0.83	≥ 0.70	Reliable	Valid
		S5	2.86	0.81	≥ 0.70	Reliable	Valid
		S6	2.88	0.80	≥ 0.70	Reliable	Valid
Total Mean		<b>2.94</b>					
2	Responsiveness	S7	2.82	0.79	≥ 0.70	Reliable	Valid
		S8	2.90	0.80	≥ 0.70	Reliable	Valid
		S9	2.68	0.77	≥ 0.70	Reliable	Valid
		S10	2.72	0.78	≥ 0.70	Reliable	Valid
Total Mean		<b>2.78</b>					
3	Assurance	S11	3.02	0.83	≥ 0.70	Reliable	Valid
		S12	2.86	0.80	≥ 0.70	Reliable	Valid
		S13	2.92	0.81	≥ 0.70	Reliable	Valid
		S14	2.72	0.79	≥ 0.70	Reliable	Valid
		S15	3.08	0.85	≥ 0.70	Reliable	Valid
Total Mean		<b>2.88</b>					
4	Empathy	S16	2.70	0.78	≥ 0.70	Reliable	Valid

No.	SERVQUAL Dimension	Item Mean	Correlation	Requirement Status	Reliability	Validity
		Coefficient (r)				Status
5	Tangibles	S172.88	0.80	$\geq 0.70$	Reliable	Valid
		S182.84	0.79	$\geq 0.70$	Reliable	Valid
		<b>TotalMean</b>	<b>2.81</b>			
		S192.96	0.81	$\geq 0.70$	Reliable	Valid
		S203.04	0.83	$\geq 0.70$	Reliable	Valid
		S212.82	0.80	$\geq 0.70$	Reliable	Valid
		S222.70	0.78	$\geq 0.70$	Reliable	Valid
		S232.62	0.76	$\geq 0.70$	Reliable	Valid
		S242.68	0.77	$\geq 0.70$	Reliable	Valid
		S252.62	0.75	$\geq 0.70$	Reliable	Valid
	<b>TotalMean</b>	<b>2.78</b>				

Based on Table 4.7, the overall mean scores of the five SERVQUAL dimensions range from 2.78

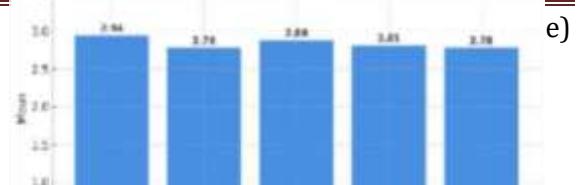
to 2.94 on a 1–4 Likert scale. This finding indicates that, overall, customers are satisfied with pharmacist services in West Jakarta; however, the level of satisfaction has not yet reached the “Very Satisfied” category. The highest mean score was observed in the Reliability dimension (2.94), reflecting customer satisfaction with the accuracy and consistency of pharmacists in delivering services. This result is supported by high item scores for S1 (3.04) and S3 (3.02). The Assurance dimension ranked second with a mean score of 2.88, indicating strong customer confidence in pharmacists’ professionalism, knowledge, and competence, particularly evidenced by item S15, which achieved the highest individual score (3.08). The Empathy dimension recorded a mean score of 2.81, suggesting that pharmacists generally provide adequate personal attention to customers; however, the relatively lower score of item S16 (2.70) highlights the need for more individualized and attentive care.

The lowest mean scores were found in the Responsiveness and Tangibles dimensions, both at 2.78. Items S9 (2.68) and S10 (2.72) indicate that service speed and promptness, especially during peak hours, remain areas requiring improvement. Similarly, low scores for Tangibles items S23, S24, and S25 (all 2.62) suggest that aspects such as cleanliness, waiting area comfort, and staff appearance require greater attention. Reliability testing revealed correlation coefficients (r) ranging from 0.75 to 0.85, exceeding the minimum r-table value of 0.124 and meeting the Cronbach’s Alpha criterion ( $\alpha \geq 0.70$ ), thereby confirming strong internal consistency of the instrument. In conclusion, pharmacist services in West Jakarta can be categorized as “Satisfied,” with notable strengths in Reliability and Assurance; however, targeted improvements in Responsiveness and Tangibles are necessary to elevate customer satisfaction to the “Very Satisfied” level.

**Figure 2. Bar Chart of Mean Scores for the Five SERVQUAL Dimensions**

The bar chart illustrates a comparison of mean customer satisfaction scores across the five SERVQUAL dimensions:

Reliability, Responsiveness, Assurance, Empathy, and Tangibles. The mean scores for each dimension are as follows: Reliability (2.94), Responsiveness (2.78), Assurance (2.88), Empathy (2.81), and Tangibles (2.78). The findings indicate that Reliability achieved the highest mean score, suggesting that customers are satisfied with pharmacists’ accuracy, consistency, and dependability in delivering services. The Assurance dimension ranked second (2.88), reflecting strong customer trust in pharmacists’ professionalism, knowledge, and competence. In contrast, Responsiveness and Tangibles recorded the lowest mean scores (both 2.78), indicating that aspects such as service speed, waiting time, comfort and cleanliness of the waiting area, as well as staff appearance, require improvement. The Empathy dimension (2.81) demonstrates that pharmacists generally provide adequate attention and care to customers; however, interpersonal communication and personalized service can still be strengthened. Overall, the mean scores range from 2.78 to 2.94, indicating that customer satisfaction with pharmacist services in West Jakarta is generally good. Nevertheless, there remains considerable potential for improvement, particularly in the dimensions of Responsiveness and Tangibles, to enhance the professional image of



rsatisfaction.

## CONCLUSION

This study examined customer satisfaction with pharmacist services in West Jakarta using the SERVQUAL framework, which encompasses five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Data were collected from 250 respondents using a 1–4 Likert scale. The results indicate that overall customer satisfaction falls within the “*Satisfied*” category; however, it has not yet reached the “*Very Satisfied*” level. This finding suggests that while the quality of pharmacist services is generally adequate, there remains substantial potential for improvement.

Among the SERVQUAL dimensions, Assurance achieved the highest mean score (3.05), indicating that customers perceive pharmacists' professionalism, knowledge, courtesy, and ability to instill confidence as key strengths. The Empathy dimension obtained a mean score of 2.88, reflecting that pharmacists provide sufficient personal attention and understanding of customer needs, although improvements in interpersonal warmth and clarity of communication are still required. Responsiveness recorded a mean score of 2.81, suggesting that the speed and promptness of pharmacists in addressing customer inquiries and complaints need to be enhanced to improve service efficiency. The lowest mean score was observed in the Tangibles dimension (2.74), highlighting deficiencies in physical aspects such as pharmacy cleanliness, waiting area comfort, and staff appearance, which warrant immediate attention. At the item level, approximately 7 out of 25 questionnaire items fell into the “*Dissatisfied*” category, primarily related to service punctuality, waiting room conditions, and physical service facilities. Overall, the findings demonstrate that Assurance and Reliability represent the main strengths of pharmacist services in West Jakarta, whereas Responsiveness and Tangibles remain the most critical areas for improvement to achieve a more balanced and sustainable enhancement of service quality.

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