

ABSTRACT

Rapid development has occurred in pharmacies as one of the health services, with the shift of orientation from product / drug oriented to patient oriented. TelkoMedika Pharmacy is one of the health services owned by TelkoMedika. By prioritizing the quality of service it is expected that consumers will make repurchase and become loyal to the pharmacy.

Through this study will be measured customer assessment of service Quality variables are Reliability, Responsiveness, Assurance, Empathy and Physical Evidence and Customer Loyalty variables. In addition, this study evaluates the effect of Quality Service variables: Reliability, Responsiveness, Assurance, Empathy and Physical Evidence on Customer Loyalty of TelkoMedika Sentot Pharmacies, Buah Batu and Gerlong.

Methods of data collection were done through questionnaire distribution. From the distributed questionnaires, 385 valid respondents were obtained. Data processing is done by using SPSS 20.

Based on the results of data processing, it can be seen that customer ratings of Quality of Service variables are Reliability, Responsiveness, Assurance, Empathy, Physical Evidence and Customer Loyalty variables show the value of agree, indicates a good perception on the variable. While based on the evaluation of the influence of simultaneously sub-variable Quality of Service to Customer Loyalty variable, obtained the result that Reliability, Responsiveness, Assurance, Empathy, and Physical Evidence have a significant influence on Customer Loyalty. While partially, sub-variable Quality Service to Customer Loyalty variable, obtained the result that Reliability, Responsiveness, Guarantee and Empathy have a significant effect on Customer Loyalty. Sub variable of Physical Evidence partially no significant effect on Customer Loyalty.

Based on the results of the research, to improve Customer Loyalty, TelkoMedika pharmacy should improve the Quality of Service especially on sub-variable of Physical Evidence, for example to improve the completeness of drugs.

Keywords: Service Quality, Customer Loyalty