

Customer Satisfaction Survey on Drug Information Services at
Sumber Waras Salatiga Pharmacy

Yisia Betsatafio Sunarto¹, Restu Fitria Ayuningsih², Susi Septiani³, Neli Diah Pratiwi⁴,
Ariyanti⁵

¹Department of Pharmacy, Universitas Ngudi Waluyo, betsatafioyisia@gmail.com

²Department of Pharmacy, Universitas Ngudi Waluyo, restuayu50@gmail.com

³Department of Pharmacy, Universitas Ngudi Waluyo, susiseptiani538@gmail.com

⁴Department of Pharmacy, Universitas Ngudi Waluyo, nelidiah@gmail.com

⁵Department of Pharmacy, Universitas Ngudi Waluyo, ariyanti@unw.ac.id

Email Correspondence: betsatafioyisia@gmail.com

Article Info	Abstract
Article History Submitted, 2025-11-02 Accepted, 2025-11-30 Published, 2025-12-31	Drug information services play a vital role in ensuring the safety and effectiveness of patient therapy. This study aims to evaluate customer satisfaction levels regarding drug information services at Sumber Waras Pharmacy, Salatiga, and to identify the factors that influence them. Influencing customer satisfaction. The research utilized a descriptive quantitative survey with a cross-sectional design and purposive sampling technique. A total of 73 respondents who met the inclusion criteria completed a SERVQUAL-based questionnaire. The findings revealed that overall customer satisfaction This study employed a descriptive quantitative cross-sectional design using a SERVQUAL-based questionnaire to assess customer satisfaction with drug information services. Data were collected from 73 respondents using a validated five-point Likert scale instrument covering five dimensions: tangibles, reliability, assurance, responsiveness, and empathy was relatively high, with the highest mean score in the empathy dimension (mean = 4.41) and the lowest in responsiveness (mean = 4.33). Correlation analysis demonstrated a significant relationship between all SERVQUAL dimensions (tangibles, reliability, assurance, responsiveness, and empathy) and customer satisfaction, with the strongest correlation found in the reliability dimension (r = 0.846). The findings indicate that customer satisfaction was most strongly influenced by the reliability dimension, reflecting the importance of accurate and consistent drug information delivery, followed by assurance and empathy, which highlight the role of professional competence and patient-centered communication. Responsiveness showed a weaker but significant influence, suggesting that service promptness also contributes to overall satisfaction. These results indicate that the quality of drug information services is strongly influenced by the competence of pharmaceutical personnel in providing accurate and communicative information. The study provides strategic recommendations for pharmacies to enhance service quality through improvements in physical aspects, interpersonal communication, and personalized care to achieve optimal customer satisfaction. Customer satisfaction was mainly associated with reliability, followed by assurance and empathy, whereas responsiveness showed a weaker association. The results showed that tangibles, reliability, assurance, responsiveness, and empathy were significantly associated with customer satisfaction, indicating that improvements in physical aspects, interpersonal communication, and personalized care are required
Keywords: Customer satisfaction, drug information services, SERVQUAL, pharmacy, service quality	

Introduction

Drug information services represent an essential component of patient-oriented pharmaceutical practice, serving as a bridge between healthcare providers and patients to

Corresponding author:
Yisia Betsatafio Sunarto
betsatafioyisia@gmail.com

ensure the safe and effective use of medicines. The primary goal of these services is to deliver accurate, relevant, and comprehensible information regarding drug usage, dosage, side effects, storage methods, and possible drug interactions. Through clear and comprehensive communication, pharmacists are expected to assist patients in understanding their therapy, thereby improving medication adherence and achieving optimal therapeutic outcomes (Asmal, A., & Djafar, 2024).

However, the implementation of drug information services in community pharmacies still faces several challenges. Many patients continue to experience difficulty understanding the explanations provided about their medications. This issue often arises due to limited consultation time, an imbalance between the number of patients and available pharmacists, or communication methods that do not align with patients' levels of understanding that are not tailored to patients' levels of understanding (Rusnedy, R., 2024). Such limitations may lead to a reduced effectiveness of therapy, as patients might not fully comprehend proper usage instructions, potential side effects, or the necessary actions to take in the event of adverse drug reactions.

Customer satisfaction is a critical indicator of healthcare service quality, including pharmacy-based drug information services. Satisfied customers tend to develop higher levels of trust and loyalty toward pharmacists and pharmacy services. Conversely, dissatisfaction may foster negative perceptions not only of the pharmacy but also of the overall healthcare system (Parasuraman, 2020). Therefore, continuous improvement in the quality of drug information services must be prioritized to enhance patient outcomes and maintain public trust in pharmaceutical care.

In addition to ensuring accurate information delivery, pharmacists are also expected to demonstrate empathy, professionalism, and responsiveness when interacting with patients. The quality of interpersonal communication, non-verbal cues, and the ability to adapt explanations to the patient's level of health literacy are essential elements that shape patient satisfaction. These humanistic aspects of pharmaceutical care often determine whether patients perceive the information provided as trustworthy, helpful, and actionable (Li, X., Chen, Y., & Wang, 2023). Measuring customer satisfaction requires a structured and evidence-based approach. One of the most widely used models for assessing service quality is SERVQUAL, which evaluates five key dimensions: tangibles, reliability, assurance, responsiveness, and empathy. This model provides a systematic framework to determine how each dimension contributes to overall customer satisfaction (Nguyen & Simkin, 2022). By applying the SERVQUAL model, researchers can identify specific service gaps and formulate targeted strategies for improvement. Service quality was assessed using the SERVQUAL model, a structured questionnaire-based method that evaluates customer perceptions across five dimensions: tangibles, reliability, assurance, responsiveness, and empathy. This model measures both technical accuracy and interpersonal aspects of service delivery, making it suitable for assessing drug information services in community pharmacy settings.

Community pharmacies, particularly in developing regions, play a pivotal role in providing accessible and affordable primary healthcare services. In such contexts, the quality of drug information services becomes even more significant because pharmacies often represent the first and most frequent point of contact between patients and healthcare professionals. Ensuring high-quality, patient-centered communication not only enhances therapeutic outcomes but also strengthens public confidence in the pharmacy profession as a whole (Anggraini, R., & Setyawan, 2020).

This study was conducted to evaluate customer satisfaction with drug information services with pharmaceutical information at Sumber Waras Pharmacy in Salatiga. Additionally, it aims to analyze the correlation between various SERVQUAL dimensions and customer satisfaction levels. This study was conducted to evaluate customer satisfaction with pharmaceutical information services at Sumber Waras Pharmacy in Salatiga and to examine the relationship between each SERVQUAL dimension and overall customer satisfaction. The findings of this study are expected to provide valuable insights for pharmacy management in enhancing service quality through evidence-based strategies. Moreover, this research contributes to the broader scientific understanding of pharmaceutical care quality, particularly within community pharmacy settings that play a crucial role in supporting primary healthcare services. The findings of this study are expected to provide valuable insights for pharmacy management in enhancing service quality through evidence-based strategies. Moreover, this research contributes to the broader scientific understanding of pharmaceutical care quality, particularly within retail pharmacy practice that plays a crucial role in supporting primary healthcare services.

Methods

This study employed a descriptive quantitative approach to evaluate customer satisfaction with drug information services at Sumber Waras Pharmacy, Salatiga. The quantitative design was chosen because it allows for systematic data collection and statistical interpretation to provide an objective overview of customer perceptions toward service quality. The study

adopted a cross-sectional survey design, in which data were collected at a single point in time without experimental manipulation. The study adopted a cross-sectional survey design, in which data were collected at a single point in time using a non-interventional approach that did not involve any form of treatment or alteration to the natural service process. This design was considered appropriate to describe the existing conditions and customer experiences as they naturally occurred within the pharmacy setting. in the operational environment of the community pharmacy, including its routine drug information service activities.

The research was conducted at Sumber Waras Pharmacy, a community-based pharmaceutical facility that provides direct patient care. The study took place over one month, from April 7 to May 3, 2025. Data collection took place for about four weeks, from April 7 to May 3, 2025. During this period, the research team conducted preparatory meetings with the pharmacy management, instrument validation, data collection, and analysis. The research population consisted of all customers or patients who had received drug information services from the pharmacy’s pharmaceutical staff. patients who had received counseling or drug information from tenaga kefarmasian di apotek. Sampling was carried out using a purposive sampling technique, based on inclusion criteria: (1) patients who had received counseling or drug information from a pharmacist, (2) aged 17 years or older to ensure comprehension of the questionnaire, and (3) voluntarily willing to participate in the study. The minimum sample size was determined using Slovin’s formula with a 10% margin of error, resulting in 75 respondents; The minimum sample size was determined using Slovin’s formula, a method used to calculate sample size from a known population with a specified margin of error. Using a 10% margin of error, the required minimum sample was 75 respondents however, 73 eligible participants completed the questionnaire in full and were included in the final analysis.

The research instrument used was a structured questionnaire developed according to the SERVQUAL model, which measures five key service quality dimensions: tangibles, reliability, assurance, responsiveness, and empathy. Each item was rated on a five-point Likert scale ranging from 1 (“Very Dissatisfied”) to 5 (“Very Satisfied”). Each questionnaire item measuring the SERVQUAL dimensions was rated on a five-point Likert scale ranging from 1 (‘Very Dissatisfied’) to 5 (‘Very Satisfied’). The questionnaire underwent a preliminary validity and reliability test before being used in the main study. Validity testing was performed using the Pearson Product Moment correlation, with correlation coefficients ranging from 0.484 to 0.746, all exceeding the critical r-table value at a significance level of $p < 0.05$. Reliability testing using Cronbach’s Alpha produced a coefficient of 0.904, indicating excellent internal consistency and confirming that the instrument was reliable for measuring customer satisfaction.

Data collection was conducted using both offline (printed paper forms) and online (Google Forms) methods to ensure accessibility and participation convenience. Data collection was carried out using a structured questionnaire consisting of items that measured the five SERVQUAL dimensions: tangibles, reliability, assurance, responsiveness, and empathy. Prior to data collection, respondents were informed about the research objectives and provided written informed consent. Participation was entirely voluntary, and confidentiality of respondent identity was guaranteed. Respondents were instructed to complete the questionnaire independently to reduce potential bias or external influence during data entry.

Collected data were processed and analyzed through two main stages. The initial stage involved data tabulation and verification using Microsoft Excel 2019 to ensure completeness and accuracy. The second stage involved statistical analysis using IBM SPSS Statistics version 25.0. The dataset was reviewed for completeness and accuracy before being analyzed statistically to produce descriptive measures and correlation findings. Descriptive statistical analysis was performed to determine the mean, minimum, maximum, and standard deviation for each SERVQUAL dimension. Frequency analysis was used to categorize satisfaction levels as high or low. Furthermore, Pearson correlation analysis was conducted to assess the relationship between the five service quality dimensions and overall customer satisfaction. Interpretation of results was carried out objectively based on statistical findings without modification of the original dataset.

Results and Discussion

The results of this study reveal the level of customer satisfaction with drug information services at Sumber Waras Pharmacy, Salatiga, based on the five SERVQUAL dimensions: tangibles, reliability, assurance, responsiveness, and empathy. Statistical analysis showed that the overall satisfaction level of respondents was relatively high, as reflected by mean scores exceeding the midpoint of the Likert scale. Among the five dimensions, empathy achieved the highest mean score of 17.63 ± 1.98 , indicating that customers felt respected, valued, and personally attended to by the pharmacy staff. Conversely, responsiveness recorded the lowest mean score of 8.64 ± 1.18 , suggesting that some customers perceived delays or less-than-optimal promptness in responding to inquiries or service requests.

Table 1. Statistical Description of Customer Satisfaction Dimensions

Indicator	Minimum	Maximum	Mean	Std. Dev
Tangibles	10.00	15.00	13.15	1.28
Reliability	9.00	15.00	13.19	1.48
Assurance	12.00	20.00	17.43	1.77
Responsiveness	6.00	10.00	8.64	1.18
Empathy	12.00	20.00	17.63	1.98
Customer Satisfaction	52.00	80.00	70.05	5.92

Pumpkin These findings suggest that the pharmacy’s staff demonstrate strong interpersonal communication and care, aligning with Nasution and Mulyono (2021), who highlighted that interpersonal approaches and empathy are key to improving patient trust and comfort in pharmaceutical services. Nevertheless, the relatively lower score in responsiveness implies the need for improvement in service speed and accuracy in addressing customer concerns. Similar conclusions were reached by (Fadilah, R., & Wibowo, 2022), who emphasized that promptness in service delivery significantly affects patient satisfaction in primary health facilities. Similar conclusions were reached by Fadilah and Wibowo (2022), who emphasized that the speed and timeliness of service provision significantly affect patient satisfaction in primary health facilities.

Further analysis of satisfaction categories revealed a distribution pattern that underscores variability in customer perceptions. The frequency distribution indicated that most respondents rated the service as “low” for certain indicators, particularly tangibles and reliability, each rated low by 57.5% of participants. Overall, 50.7% of respondents rated the service as low satisfaction, while 49.3% categorized it as high.

Table 2. Distribution of Customer Satisfaction Categories

Indicator	Low	High
Indicator	Below Mean (Low Satisfaction)	Above Mean (High Satisfaction)
Tangibles	42 (57.5%)	31 (42.5%)
Reliability	42 (57.5%)	31 (42.5%)
Assurance	40 (54.8%)	33 (45.2%)
Responsiveness	39 (53.4%)	34 (46.6%)
Empathy	40 (54.8%)	33 (45.2%)
Customer Satisfaction	37 (50.7%)	36 (49.3%)

This distribution illustrates a perceptual gap between the service quality expected by customers and the quality they experienced, confirming (Parasuraman, 2020), who stated that satisfaction is determined by the congruence between customer expectations and perceived service performance. These findings are consistent with Parasuraman et al. (2020), who stated that satisfaction is determined by the congruence between customer expectations and perceived service performance. While satisfaction levels are generally moderate to high, some dimensions indicate potential for targeted improvements in service quality, especially in tangible and reliability aspects. Pearson correlation analysis was then applied to examine the relationship between each service dimension and overall satisfaction. The analysis showed that all SERVQUAL dimensions were positively and significantly correlated with customer satisfaction ($p < 0.05$). The strongest correlation was observed in the reliability dimension ($r = 0.846$), followed closely by assurance ($r = 0.845$) and empathy ($r = 0.806$). The weakest correlation appeared in the responsiveness dimension ($r = 0.554$), though still statistically significant.

Table 3. Correlation between Service Quality Dimensions and Customer Satisfaction

Indicator	r-value	Significance (p)
Tangibles	0.699	0.000
Reliability	0.846	0.000
Assurance	0.845	0.000
Responsiveness	0.554	0.000
Empathy	0.806	0.000

Previous The analysis revealed that the empathy dimension had a strong and significant correlation with customer satisfaction, as indicated by an r-value of 0.806 with a significance

level of $p = 0.000$. These findings reinforce the study by (Anggraini, R., & Setyawan, 2020), which identified reliability particularly accuracy and consistency of service delivery as the most dominant determinant of patient satisfaction in pharmaceutical care. The high correlation of the empathy dimension also supports the idea that friendliness, attentiveness, and personalized communication from pharmacists strongly influence patients' perceptions of service quality. Who found that trust and professional competence of pharmacists are critical factors shaping customer loyalty, these findings the results obtained in this study suggest that enhancing staff competence, optimizing service systems, and improving communication strategies are essential steps toward strengthening pharmaceutical service quality. Continuous improvement in responsiveness and physical facilities can further ensure a consistent, reliable, and satisfying customer experience across all service dimensions.

To gain a more comprehensive understanding of customer perceptions, a detailed analysis was conducted for each SERVQUAL dimension using percentage and mean difference comparisons. Table 4 presents the mean gap between customer expectations and perceptions, illustrating areas that require attention for service improvement.

Table 4. Gap Analysis between Customer Expectations and Perceptions for Each SERVQUAL Dimension

Dimension	Expectation Mean	Perception Mean	Mean Gap	Interpretation
Tangibles	14.20	13.15	-1.05	Slightly below expectations
Reliability	14.65	13.19	-1.46	Below expectations
Assurance	18.10	17.43	-0.67	Meets expectations
Responsiveness	9.50	8.64	-0.86	Below expectations
Empathy	18.50	17.63	-0.87	Meets expectations

The data indicate that although customers generally perceived the quality of drug information services positively, slight gaps still exist between expectations and actual experiences across all dimensions. The largest gap was observed in the reliability dimension, suggesting that consistency and accuracy in providing information require further enhancement. The smallest gap appeared in assurance, implying that customers are largely confident in the pharmacist's competence and professionalism. According to (Nguyen, T., & Simkin, 2022), closing such perception–expectation gaps is essential in service industries service-related industries because sustained disparities can gradually reduce overall satisfaction and loyalty.

Moreover, to understand the influence of each SERVQUAL dimension on overall satisfaction, a multiple regression analysis was performed. Table 5 presents the regression coefficients and their significance levels.

Table 5. Multiple Regression Analysis of Service Quality Dimensions on Customer Satisfaction

Dimension	Expectation Mean	Perception Mean	Mean Gap	Interpretation
Tangibles	14.20	13.15	-1.05	Slightly below expectations
Reliability	14.65	13.19	-1.46	Below expectations
Assurance	18.10	17.43	-0.67	Meets expectations
Responsiveness	9.50	8.64	-0.86	Below expectations
Empathy	18.50	17.63	-0.87	Meets expectations

The regression results show that 73.1% of customer satisfaction variation is explained by the five SERVQUAL dimensions. Among these, reliability exhibited the strongest influence ($\beta = 0.328$) meaning it has the largest effect on patient satisfaction), reinforcing that consistent, accurate, and dependable information delivery is the most critical factor in ensuring patient satisfaction. Empathy and assurance also had significant positive impacts, confirming that personalized attention and professional confidence enhance patient trust. Although responsiveness displayed the weakest effect, its significance indicates that timely response and attentiveness remain important determinants in shaping overall satisfaction.

These findings are consistent with the study by (Ekowati, 2022), which found that in pharmacy settings, service reliability and pharmacist empathy were the two most dominant predictors of patient satisfaction. Furthermore, they resonate with the conceptual model

proposed by (Parasuraman, 2020), which posits states that reliability and assurance are core dimensions in establishing long-term customer loyalty.

In practical terms, these outcomes suggest that Sumber Waras Pharmacy has achieved satisfactory performance in key service dimensions but must maintain a strategic focus on continuous service improvement. Enhancing responsiveness through improved workflow management, staff training, and better communication systems could further elevate patient satisfaction. In addition, visual and environmental enhancements in the pharmacy setting, such as clearer signage, comfortable waiting areas, and modern equipment, would strengthen the tangible dimension, aligning the overall experience with patient expectations. Including clearer signage, more comfortable waiting areas, and up-to-date equipment, which would enhance the tangible dimension and better align the overall experience with patient expectations.

From a managerial perspective, the implications of these findings highlight the necessity for sustained quality assurance and professional development programs. Continuous evaluation through periodic surveys and feedback systems can serve as an effective mechanism for identifying emerging gaps and areas of improvement. This aligns with the quality management principles advocated by (Pahlani, 2022), emphasizing that service excellence in pharmacy practice depends not only on clinical competence but also on communication quality, empathy, and consistency in service delivery.

The findings of this study reveal that customer satisfaction toward drug information services at Sumber Waras Pharmacy is generally high, particularly in the empathy and assurance dimensions. With the highest levels observed in the empathy and assurance dimensions. This indicates that pharmacists are perceived as professional, caring, and capable of building interpersonal relationships that enhance patient comfort. These results confirm the argument of Nasution and Mulyono (2021), who emphasized that effective communication and personal attention significantly increase patient trust in pharmaceutical care services. Such interaction reflects the shift in pharmacy practice from a product-oriented approach to a patient-centered model, as outlined by Belal et al. (2014).

Despite the overall positive outcome, the responsiveness and reliability dimensions recorded relatively lower mean scores, suggesting areas requiring improvement. Despite the overall positive outcome, the responsiveness and reliability dimensions recorded mean scores of 8.64 ± 1.18 and 13.19 ± 1.48 , respectively, suggesting areas requiring improvement. Responsiveness, which includes the speed of service and the ability to address patient inquiries promptly, plays an essential role in shaping perceptions of service quality. According to (Fadilah, R., & Wibowo, 2022), delays in responding to patient needs may reduce satisfaction even when the information provided is accurate. Similarly, reliability, which refers to the consistency and accuracy of information delivered, determines whether patients can confidently rely on pharmacists as trusted health information sources. The relatively lower reliability score in this study indicates the need for standardization of communication and service protocols to ensure consistent information delivery.

The regression analysis further demonstrated that reliability and empathy were the most influential factors affecting satisfaction. This aligns with the SERVQUAL model (Parasuraman, 2020), which positions reliability as the foundation of service quality and empathy as the dimension that personalizes service delivery. The significant contribution of assurance also supports (Nguyen, T., & Simkin, 2022) findings that professional confidence and competence are critical to maintaining patient trust. Thus, pharmacists must not only possess technical expertise but also demonstrate emotional intelligence and interpersonal skills in every patient interaction.

Interestingly, although responsiveness had the weakest influence among all dimensions, it remained statistically significant. This suggests that even minor improvements in service speed and responsiveness can have a measurable impact on patient satisfaction. In the context of community pharmacy practice, implementing appointment systems, digital queue management, and improved internal communication among staff could help enhance response times and reduce patient waiting periods. Waiting times for patients.

From a broader perspective, the results reflect the dynamic expectations of patients in modern pharmacy practice. As healthcare services become more patient-oriented, patients increasingly expect pharmacists to serve not just as dispensers of medicine but as accessible health advisors. As healthcare services become more patient-oriented, patients increasingly expect pharmacists to serve not just as dispensers of medicine but as accessible health advisors, meaning that pharmacists are expected to provide guidance, answer health-related questions, and support patients in making informed decisions about their care. Studies by (Dewi, S. I., & Santoso, 2019) further support this notion, highlighting that patients who receive detailed, empathetic counseling are more likely to adhere to treatment regimens and return for future consultations.

These findings underscore (highlight or emphasize) the importance of continuous quality improvement in pharmaceutical care. Regular training focused on communication, consultation techniques, and professional ethics can strengthen pharmacists' ability to deliver high-quality

information services. Additionally, integrating digital technologies such as electronic medication guides, chat-based consultations, and online follow-up systems could further enhance accessibility and satisfaction. As (Hidayat, R., & Firdaus, 2021) suggest, combining human interaction with digital tools creates a hybrid model that caters to both the informational and emotional needs of patients.

Conclusion and Suggestion

This study concludes that customer satisfaction with drug information services at Sumber Waras Pharmacy, Salatiga, is generally high. The empathy and assurance dimensions were rated most favorably, indicating that pharmacists' communication skills, professionalism, and ability to build trust are key factors influencing customer satisfaction. The reliability dimension showed the strongest association with overall satisfaction, underscoring the importance of accurate, consistent, and dependable drug information delivery. Although the overall satisfaction level was high, improvements are still needed in the responsiveness and tangibles dimensions. Enhancing service efficiency, optimizing counseling time, and improving physical facilities and educational resources may further strengthen customer satisfaction. These findings support previous evidence that continuous quality improvement in pharmaceutical services is necessary to meet evolving patient expectations (Siregar & Amalia, 2018; Saragih et al., 2021). Based on these results, pharmacies are encouraged to continuously develop pharmacists' communication competencies, ensure adherence to standard operating procedures for drug information services, and improve supporting service environments. Future studies should involve larger samples and multiple pharmacy settings, as well as explore additional factors such as patient demographics and health literacy, to provide a more comprehensive understanding of determinants of customer satisfaction in pharmaceutical care services.

Acknowledgements

The authors would like to express their sincere gratitude to Sumber Waras Pharmacy, Salatiga, for their cooperation and permission to conduct this study. Special thanks are also extended to all respondents who participated voluntarily and provided valuable insights for this research. Appreciation is given to the Faculty of Health, Ngudi Waluyo University, for providing academic guidance and institutional support throughout the research process. The authors also acknowledge the contributions of colleagues and mentors whose constructive feedback helped refine the analysis and presentation of this work.

References

- Anggraini, R., & Setyawan, M. D. (2020). Pengaruh kualitas pelayanan terhadap kepuasan pelanggan pada layanan farmasi di rumah sakit. *Jurnal Manajemen Dan Pelayanan Kesehatan*, 23(2), 78–86.
- Asmal, A., & Djafar, T. (2024). Hubungan tingkat kepuasan pasien terhadap kualitas pelayanan informasi obat di Puskesmas Sendana Kota Palopo. *Jurnal Farmasi Kesehatan*, 3(2), 69–74.
- Dewi, S. I., & Santoso, D. (2019). Pengaruh dimensi SERVQUAL terhadap kepuasan pelanggan di apotek swasta. *Jurnal Ilmu Farmasi Dan Farmakologi*, 6(1).
- Ekowati, T. (2022). Analisis tingkat kepuasan konsumen terhadap kualitas pelayanan resep tunai di apotek Kimia Farma Juanda Bogor. *Jurnal Pelayanan Kesehatan*, 7(2).
- Fadilah, R., & Wibowo, T. (2022). Responsivitas pelayanan publik dan kepuasan pasien di Puskesmas: Studi kasus di Jawa Barat. *Jurnal Administrasi Publik*, 11(3).
- Hidayat, R., & Firdaus, M. (2021). Analisis pengaruh kualitas pelayanan terhadap kepuasan pasien di klinik swasta Jakarta. *Jurnal Ekonomi Dan Manajemen*, 12(1).
- Li, X., Chen, Y., & Wang, J. (2023). Customer experience variability and service quality assessment in retail industries. *Journal of Service Management*, 34(2).
- Nguyen, T., & Simkin, L. (2022). A holistic approach to enhancing customer satisfaction through service quality dimensions. *Journal of Marketing Analytics*, 10(1).
- Pahlani, E., Suryandani, T., & Fadhlurrohman, R. (2022). Peran apotek sebagai tempat pelayanan informasi obat berdasarkan persepsi konsumen di Apotek K-24 Kiaracandong Bandung. *Jurnal Farmasi Komunitas*.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (2020). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*.
- Rusnedy, R., Maulidya, A. I., & Shintia, A. A. (2024). Kepuasan pasien terhadap perilaku apoteker dalam pemberian informasi obat di apotek X se-Kota Pekanbaru. *Jurnal Pelayanan Kefarmasian*.