

**PENGARUH KUALITAS PELAYANAN DAN HARGA
TERHADAP KEPUASAN PELANGGAN APOTEK
AZZAM FARMA TIBAN KOTA BATAM**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan di Apotek Azzam Farma Tiban Kota Batam. Jenis penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif. Populasi penelitian mencakup seluruh pelanggan apotek, dan sampel sebanyak 383 responden diperoleh melalui teknik accidental sampling. Data dikumpulkan menggunakan kuesioner skala Likert dan dianalisis dengan regresi linear berganda menggunakan program SPSS versi 25. Hasil penelitian menunjukkan bahwa kualitas pelayanan dan harga berpengaruh positif serta signifikan terhadap kepuasan pelanggan. Nilai koefisien determinasi sebesar 0,693 menunjukkan bahwa 69,3% variasi kepuasan pelanggan dijelaskan oleh kedua variabel tersebut, sementara sisanya dipengaruhi oleh faktor lain. Temuan ini menunjukkan bahwa pelayanan yang baik dan harga yang sesuai dapat meningkatkan kepuasan serta loyalitas pelanggan terhadap Apotek Azzam Farma Tiban Kota Batam, sehingga penting bagi apotek untuk terus mempertahankan kualitas layanan dan kebijakan harga yang kompetitif.

Kata Kunci: Apotek, Kualitas Pelayanan, Harga, Kepuasan pelanggan.

THE INFLUENCE OF SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION AT AZZAM FARMA PHARMACY, TIBAN, BATAM CITY

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ABSTRACT

This study aims to determine the effect of service quality and price on customer satisfaction at Azzam Farma Pharmacy in Tiban, Batam City. The research used a quantitative approach with an associative method. The population consisted of all pharmacy customers, and a sample of 383 respondents was obtained through accidental sampling. Data were collected using a Likert-scale questionnaire and analyzed by multiple linear regression with SPSS version 25. The results showed that service quality and price had a positive and significant effect on customer satisfaction. The coefficient of determination value of 0.693 indicates that 69.3% of customer satisfaction variation is explained by these two variables, while the remaining 30.7% is influenced by other factors. The findings suggest that good service quality and appropriate pricing can increase customer satisfaction and loyalty toward Azzam Farma Pharmacy in Tiban, Batam City, and should be maintained consistently.

Keywords: *Pharmacy, Service Quality, Price, Customer Satisfaction.*