

## The Impact of Sharia Value-Based Service Quality at Karya Sehat Pharmacy Purwokerto on Consumer Satisfaction

### Dampak Kualitas Pelayanan Berbasis Nilai Syariah di Apotek Karya Sehat Purwokerto Terhadap Kepuasan Konsumen

Inesya Febrianing Rizki <sup>a\*</sup>, Annisa Mufidah Hardiyanti <sup>b</sup>, Rismayanti <sup>a</sup>

<sup>a</sup> Pharmacist Professional Education Study Program, Faculty of Pharmacy, Sultan Agung Islamic University, 50112, Central Java, Indonesia.

<sup>b</sup> Purwokerto Healthy Works Pharmacy, 53146, Central Java, Indonesia.

\*Corresponding Authors: [inesyafr@gmail.com](mailto:inesyafr@gmail.com)

#### Abstract

Sharia-based services can improve consumer satisfaction. The four main principles of Islamic teachings on service are Rabbaniyyah, service, Waqi'iyah, and Insaniyyah. The high and low quality of service can be determined by consumer behavior, namely Rabbaniyyah, Akhlaqiyyah, Waqi'iyah, and Insaniyyah. The high and low quality of service can be determined by consumer behavior. **The purpose** is to determine how the quality of sharia-based services influences customer behavior. **This research method** is a cross-sectional design that is included in descriptive observation. **The results** showed that sharia-compliant pharmaceutical services positively impact customer satisfaction, as the significant value exceeds a t-value of 0.05. **In conclusion**, the quality of sharia-based services affects customer satisfaction.

**Keywords:** *Sharia value, Service quality, Satisfaction Consumer.*

#### Abstrak

Pelayanan berbasis syariah merupakan hal yang dapat meningkatkan kepuasan konsumen. Empat prinsip utama ajaran Islam tentang pelayanan yaitu Rabbaniyyah, pelayanan, Waqi'iyah, dan Insaniyyah. Tinggi rendahnya kualitas pelayanan dapat ditentukan oleh perilaku konsumen, yaitu Rabbaniyyah, Akhlaqiyyah, Waqi'iyah, dan Insaniyyah. Tinggi rendahnya kualitas pelayanan dapat ditentukan oleh perilaku konsumen. **Tujuan** untuk mengetahui bagaimana perilaku konsumen dipengaruhi oleh kualitas pelayanan berbasis syariah. **Metode** penelitian ini adalah cross-sectional design yang termasuk dalam deskriptif observasional. **Hasil** penelitian menunjukkan bahwa pelayanan farmasi berbasis syariah berpengaruh positif terhadap kepuasan konsumen karena nilai signifikansi lebih besar dari nilai t hitung yaitu 0,05. **Kesimpulannya** pengaruh kualitas pelayanan berbasis syariah berpengaruh terhadap kepuasan pelanggan.

**Kata kunci:** *Nilai Syariah, Kualitas Pelayanan, Kepuasan Konsumen.*



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## Introduction

Increased public awareness of the need to obtain medicines from pharmacies and opportunities for pharmacists to open their practices have resulted in increasingly fierce competition among pharmacies in the context of globalization. Pharmacies must compete indirectly to obtain the maximum number of clients [1]. The level of client satisfaction with pharmaceutical services reflects the services' quality. This level of satisfaction can arise from the services provided by pharmaceutical personnel, financial staff, or other employees, or it may come from interactions between pharmaceutical staff and patients or the broader healthcare system.

Customer satisfaction with pharmacy services indicates the quality of services provided by pharmacies. This reflects the mindset of customers when choosing the method and end goal for acquiring knowledge about the use or purchase of appropriate medicines [2]. Customers often anticipate that pharmacies will provide efficient, high-quality, accessible, affordable services. The quality of this service is essential for customer happiness. Pharmacy personnel must work with professionalism, accuracy, integrity, courtesy, loyalty, intelligence, and expertise. Surah Al-Bayyinah, verses 98-7, articulates this concept.

إِنَّ الَّذِينَ آمَنُوا وَعَمِلُوا الصَّالِحَاتِ أُولَٰئِكَ هُمْ خَيْرُ الْبَرِيَّةِ

It means: "Indeed, those who believe and do good works are the best creatures."

The verse articulates that if someone performs a task, it must be carried out correctly. Therefore, customers must receive optimal services, especially those that can make them happy. Islam underlines that quality and optimal services are efforts made to make others happy [3]. The resulting satisfaction can foster a good and harmonious influence, thus increasing trust between the two parties [4]. According to research by Fathnin et al., there is a correlation between the happiness of Sharia-compliant clients and the quality of service provided by the Karunia Sehat Baru Semarang Pharmacy. The medical or health care provided is based on Islamic principles, ensuring patients experience comfort and tranquility through spiritual and physical care. [5].

Apotek Karya Sehat Purwokerto's customers consist of people from the lower, middle, and upper classes, and customer satisfaction can be achieved through the provision of high-quality services. Therefore, employees must demonstrate responsibility, professionalism, honesty, accuracy, skill, and intelligence at work. The quality of service at Apotek Karya Sehat Purwokerto is demonstrated through respect for Allah SWT and good deeds towards others. This explanation shows that the quality of service provided by Sharia principles greatly influences customer satisfaction.

## Method

This study employs a cross-sectional design, categorized under descriptive observation, in which data is gathered from the same or different instruments or subjects at distinct time intervals without any correlation between them [6,7]

## Population and Sample

All consumers who purchase medicines from Apotek Karya Sehat Purwokerto constitute the population in this study. Since the exact population size is unknown, the Slovin formula determines the sample size. This formula calculates the required sample size by dividing the total population by one plus the total population multiplied by the square of the error limit. In this case, with a total population of 100 and an error limit of 10%, the calculation is performed by multiplying the total population of 100 by the square of 10%, which is 0.01. This results in a value of 1, which is then added to 1, giving a total of 1.1. Finally, the total population 100 is divided by 1.1, yielding an approximate sample size of 90 respondents.

## Sampling Technique

This study uses a non-probability sampling method with a purposive sampling approach, selecting participants based on specific criteria aligned with the research objectives. The inclusion criteria consist of customers aged 17 to 60 who shop at Apotek Karya Sehat and are willing to participate in the survey. Meanwhile, the exclusion criteria include participants who withdraw while completing the questionnaire or those who fail to complete it in full.

## Data Collection Technique

Data was collected using a questionnaire. The questionnaire consisted of various questions regarding the subject under investigation as a data collection tool for this experiment. Some assessment tools used for data analysis of this study is the Likert Scale with five categories: 5 for Strongly Agree (SS), 4 for Agree (S), 3 for Disagree (KS), 2 for Disagree (TS), 1 for Strongly Disagree (STS). For the first 30 respondents, the validity and reliability test technique will be used to check the questionnaire score data using SPSS. To determine the impact of sharia-based service quality at Apotek Karya Sehat Purwokerto on consumer satisfaction and attitudes, a multiple linear regression test for 90 samples will be used using SPSS.

The Medical/Health Research Bioethics Commission of the Faculty of Medicine, Sultan Agung Islamic University, Semarang, has approved this research ethically with Number 253/VII/2024/Bioethics Commission.

## Results and Discussion

In this study, the questionnaire underwent a validation and reliability test. After the questionnaire was declared valid, the research could be conducted, and the data collection results described the respondents' characteristics, as shown in the first table.

### Apportionment of respondent distinctive

**Table 1.** Distribution of Respondent Characteristics

Characteristics	Frequencies	Percent (%)
<b>Gender</b>		
Male	59	65.6
Female	31	34.4
<b>Age</b>		
17-25 years old	11	12.2
26-35 years old	27	30.0
36- 45 years	26	28.9
46-55 years	19	21.1
56-65 years	7	7.8
<b>Education</b>		
Elementary	8	8.9
Junior School	11	12.2
High School	18	20.0
Bachelor (S1 & S2)	53	58.9
<b>Jobs</b>		

Characteristics	Frequencies	Percent (%)
Farmers	8	8.9
Teacher	15	16.7
Wirasewasta	22	24.4
Students	10	11.1
Not Working	6	6.7
IRT	10	11.1
Media Personnel	9	10.9
Casual Workers	10	11.1
<b>Total</b>	<b>90</b>	<b>100</b>

Table 1 shows that the characteristics of respondents are dominated by men, with a total of 59 respondents (65.6%). Fathnin, (2023) conducted research, and the results were that most of the respondents who visited pharmacies were primarily men, with this being influenced by several factors, namely routine drug needs, chronic illness, urgent drug needs and many more. This study supports the research of Kartika dkk. (2023), Kartika dkk., (2023) found that men were the most respondents because of their high level of responsibility for sick families.

The respondents were mostly 26-35 years old, with 27 respondents (30.0%). According to research, dkk. (2023), clickKartika dkk., (2023) The majority of respondents were adults (36.1%) aged between 26 and 35 years. They could make reasonable judgments and show good thought processes and responses so that they quickly understood when explained. The adult phase is the phase where a person is most straightforward to accept new things and understand new things so that they can quickly make choices about which pharmacy services they think are promising [11]

The respondents' last education was mainly college graduates (S1 and S2). As many as 53 respondents (58.9%), respondents' understanding of the quality of pharmaceutical services and their level of satisfaction will be influenced by their educational background. Information will be more easily absorbed at higher levels of education. [12] . Here, education is very influential in choosing the best pharmacy treatment services, so the higher their level of education, the higher their level of desire to select the best pharmacy treatment services in terms of services and services[13]

In various disciplines, self-employment is a career primarily focused on the economic sector (57.9%). This is by the research location, namely a drug store in a densely populated environment with a variety of businesses(Widyaningrum dkk, 2023)

### Validity test

According to Table 2. Thirty respondents have completed twenty question items as a preliminary phase to assess their validity for inclusion in the sharia-based service questionnaire. If the r-count result exceeds 20 items, it is deemed valid if the r-table value is 0.3610, and in this research instrument, the r-count value must be more than or equal to 0.3610. This study conducted a validity test to assess the accuracy of the measurement questionnaire. The questionnaire is deemed genuine if the r count is more than or equal to the r table (Widyaningrum dkk., 2023). The validity test findings are considered genuine, as the r count value is more than or equal to the r table value (Fathnin, 2023)

### Reliability Test

Based on Table 3, 20 question items were filled in by 30 respondents as an initial stage for whether this questionnaire would be *reliable* or not if used as an instrument in this study. The questionnaire is trustworthy if the Cronbach Alpha value is more than > 0.60. The Cronbach Alpha values for the reliability test of pharmacy services on customer satisfaction and pharmacy services on consumer attitudes are 0.946 and 0.613, respectively. Based on these results, it can be said that this questionnaire is suitable for use as a tool in this study. These results are reviewed from five aspect dimensions, namely *rabbaniyyah*, *akhlaqiyyah*, *waqi'iyyah*, *insaniyyah*, and consumer attitudes, so the two variables can function as tools for this study. Research conducted by PratiwiPratiwi, (2024) in his journal revealed that the reliability value that can be used for reference leads to the resulting value must be > 0.6, while the overall variable in this study, the question items are considered *reliable* if the Cronbach Alpha value is > 0.6. The reliability test results showed that the

questionnaire is consistent and feasible to be used as an instrument in this study, and research conducted by Rathnin (2023) revealed that the research instrument, if the Cronbach Alpha value > 0.6, can be said to be *reliable*.

**Table 2.** Validity Test

Question Item	r-Count	Description
1.	0.932	Valid
2.	0.749	Valid
3.	0.932	Valid
4.	0.425	Valid
5.	0.749	Valid
6.	0.637	Valid
7.	0.425	Valid
8.	0.932	Valid
9.	0.749	Valid
10.	0.932	Valid
11.	0.637	Valid
12.	0.749	Valid
13.	0.425	Valid
14.	0.425	Valid
15.	0.932	Valid
16.	0.932	Valid
17.	0.932	Valid
18.	0.425	Valid
19.	0.749	Valid
20.	0.494	Valid

**Table 3.** Reliability Test

Variables	Cronbach Alpha	Description
Pharmacy services to customer satisfaction.	0.946	Reliable
Pharmacy services to consumer attitudes.	0.613	Reliable

**Multiple linear regression test (Simultaneous significance test, F test, and multiple linear regression test).**

**a. Simultaneous Significance Test Table (F Test)**

**Table 4.** Simultaneous significance test (F test)

		ANOVA			F	Sig.
Model		Sum of Squares	df	Mean Square		
1	Regression	126.772	1	126.772	99.859	.000 <sup>b</sup>
	Residuals	111.717	88	1.270		
	Total	238.489	89			

Based on Table 4 analysis to ascertain the extent to which the independent variable of service quality affects sharia-based customer satisfaction and sentiment on sharia-based consumer satisfaction at Karya Sehat

Pharmacy Purwokerto The following is the regression equation:  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$ . The table below displays the results of the multiple linear regression test.

## b. Multiple Linear Regression Test Table

**Table 5.** Multiple Linear Regression Tests

	Model	Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	1.752	1.598		1.097	.276
	Rabbaniyah (X1)	.127	.064	.150	1.985	.050
	Akhlaqiyyah (X2)	.128	.078	.155	1.640	.105
	Waqi'iyah (X3)	.027	.099	.022	.276	.783
	Insaniyyah (X4)	.782	.129	.583	6.072	.000

Based on table 6.  $Y = 1.752 + 0.127X_1 + 0.128X_2 + 0.027X_3 + 0.782X_4$  is a multiple linear equation that can be understood as follows: When the values of *rabbaniyyah*, *akhlaqiyyah*, *waqi'iyah*, and *insaniyyah* will increase if the value of these variables is considered to exist or equal to zero. Constant (a): 1.752 is a positive constant value. This can be concluded by building a regression equation model. *Waqi'iyah*, *akhlaqiyyah*, *insaniyyah*, and *rabbaniyyah* are included in the coefficient b, where the variable coefficient of perceived compensation shows a positive meaning that its influence means that there is an influence or increase in consumer attitudes at Apotek Karya Sehat Purwokerto. In this case, the study revealed that the standard of sharia values in pharmacies is related to the high level of satisfaction of respondents. *Akhlaqiyyah* (X2) and *Waqi'iyah* (X3) both show that  $H_a$  is rejected and  $H_0$  is accepted because the significance value is greater than the t-count value of 0.05. This indicates that the customer attitude variable at Apotek Karya Sehat Purwokerto (Y) is influenced by *rabbaniyyah* (X1), *akhlaqiyyah* (X2), *waqi'iyah* (X3), and *insaniyyah* (X4) services.

This is consistent with research findings Arfianto dkk., (2024) which found a substantial relationship between patient loyalty and service quality. Patient loyalty and satisfaction are strongly positively influenced by service quality. In addition, a strong positive correlation exists between patient satisfaction and patient loyalty. The study "The Effect of Service Quality and Price on Customer Satisfaction at Cangkiran Pharmacy" found that, on average, 90.81% of respondents were delighted with the pharmacy's services, indicating that customer satisfaction assessed from several factors, including elements that are significantly influenced by service quality, such as sharia service, reliability, responsiveness, empathy, and price.

Research conducted by Indriani, (2023) with the title "The Effect of Sharia-Based Service Quality on Patient Loyalty at the New Healthy Gift Pharmacy Ungaran" with 30 respondents obtained the results that most respondents gave a loyal response of 15 respondents (50%) this was assessed from several aspects such as *abba niyyah*, *akhlaqiyyah*, *jahiliyyah*, and *insaniyyah* so that this sharia-based service is very influential on customer satisfaction.

## Overview of consumer satisfaction with sharia-based services

Based on table 6. shows that the Service Variable Towards Sharia-Based Consumer Satisfaction which consists of 4 dimensions, namely: (1) The *Rabbaniyyah* dimension consists of 4 questions, namely: (1) Pharmacists encourage patients to increase dhikr and prayer when they are sick, with the majority of respondents answering "agree" as much as 62.2%, (2) encouraging patients to read Bismillah before taking medicine, with the majority of respondents answering "strongly agree" as much as 52.2%, (3) convincing patients that Allah has sent down the disease and the cure, with the majority of respondents answering "strongly agree" as much as 47.8%, and (4) encouraging patients to be patient with Allah's destiny, with the majority of respondents answering "strongly agree" as much as 48.9%. (2) The *Akhlaqiyyah* dimension which consists of 6 questions, namely: (1) Pharmacists say greetings during service with the results of most respondents answering "strongly agree" as many as 56.7, (2) Pharmacists are friendly and compassionate and polite by the code of ethics and sharia principles with the results of most respondents answering "agree" as many as 51.1%, (3) Pharmacists provide services precisely and quickly and shja'ah (courage) with the results of most respondents answering "strongly agree" as many as 57.8%, (4) Pharmacy officers pray for patients to



get well quickly with the results of most respondents answering "strongly agree" as many as 63.3%, (5) Pharmacy officers can be trusted (trustworthy) with the results of most respondents answering "strongly agree" as many as 71.1%, (6) Pharmacy officers look neat according to Islamic law with the results of most respondents answering "strongly agree" as many as 50.0%. (3) The *Waqi'iyah* dimension, which consists of 3 questions, namely (1) The majority of respondents (36.7%) stated "agree" that the pharmacy has complete worship facilities, including a place to pray and a clean ablution place. (2) Pharmacy officers explain the name, dosage, amount, instructions for use, how to store, and side effects in a language that is easy to understand, with the results of most respondents answering "strongly agree" as much as 66.7%. (4) The *Insaniyyah* dimension which consists of 3 questions, namely (1) Pharmacy officers provide services by expectations and can meet patient needs, with the majority of respondents answering "strongly agree" as many as 52.2%, (2) Pharmacy officers listen to patients' complaints about their illnesses and provide solutions and counseling, with the majority of respondents answering "strongly agree" as many as 53.3%, (3) Pharmacy officers provide the same service regardless of social status, with the majority of respondents answering "strongly agree" as many as 57.8%.

The satisfaction with sharia value-based services at Karya Sehat Pharmacy Purwokerto influences consumer satisfaction and attitudes. This is evident from the average percentage of responses, where the highest proportion strongly agrees (51%), followed by those who agree (40%) and those who disagree (9%). A study conducted by Pratiwi (2024) at IFRS Agung Semarang, involving 375 respondents, found that the majority—343 respondents—confirmed that service quality has a significant impact on customer satisfaction. Similarly, a study by Siti Afifah titled "The Effect of Service Quality on Customer Satisfaction: A Case Study at K24 Gajah Mada Pharmacy, Yogyakarta" found that factors such as responsiveness, empathy, reliability, and tangible aspects of service have a positive and significant effect on customer satisfaction[20].

Customer satisfaction survey findings can be used to measure how well pharmacies offer their services. Patients' reaction to any service they receive is known as consumer satisfaction[21]. Consumer response regarding the difference between the performance they receive and their previous level of interest after using the product can also be considered as satisfaction [22]. Service quality is optimal if patients receive more than expected [23].

Most consumers want excellent, fast, high-quality, affordable, and easily available pharmacy services. The quality provided in the service determines consumer satisfaction. To provide services to consumers, employees must work professionally, carefully, and honestly, with courtesy, trustworthiness, intelligence, and skill. This is contained in the Al-Qur'an surah Al-Bayyinah 98-7:

إِنَّ الَّذِينَ آمَنُوا وَعَمِلُوا الصَّالِحَاتِ أُولَٰئِكَ هُمْ خَيْرُ الْبَرِيَّةِ

Meaning: "Indeed, those who believe and do good works are the best creatures."

The verse explains that if we do a job, we should work well, so from this verse, customers must receive the best possible service to consumers. Islam emphasizes that quality and maximum service is a job for someone who can provide satisfaction[3]. The sense of satisfaction that arises can have a good and harmonious impact and increase the trust between the two parties. This chapter might be divided into several parts (at least three subheadings). A general explanation shall be provided before the subheadings if they are divided. The headings shall be typed in bold capitals in Palatino Linotype with a font size of 10. The subheadings shall be typed in bold in Palatino Linotype with a font size of 9. The first letter on subheadings must be capitalized.

## Conclusions

At Karya Sehat Pharmacy in Purwokerto, the impact of sharia-based service quality on customer satisfaction and attitudes is 62.3%, with a significance value of  $0.00 > 0.1$ . The compensation perception variable's b coefficient, which takes into account rabbaniyah, akhlaqiyyah, waqi'iyah, and insaniyyah, is positive, indicating that it affects Apotek Karya Sehat Purwokerto's customer satisfaction. In particular, Apotek Karya Sehat Purwokerto's customer satisfaction is significantly impacted by the rabbaniyah, akhlaqiyyah, and insaniyyah metrics.

**Table 6.** Overview of Consumer Satisfaction with Sharia-Based Services

Service Variables on Sharia-Based Consumer Satisfaction (X)							
Dimensions	No.	Question Indicator	STS	TS	KS	S	SS
Rabbaniyah (X <sub>1</sub> )	1.	The pharmacy recommends increasing dhikr and praying for the trials of the disease that is facing	0 %	0 %	18,9 %	62,2 %	18,9 %
	2.	Pharmacists encourage patients to recite bismillah before using the medicine.	0 %	0 %	4,4 %	43,3 %	52,2 %
	3.	The pharmacist certifies the patient that Allah sent down the disease and its cure.	0 %	0 %	14,4 %	37,8 %	47,8 %
	4.	Pharmacy staff advised patients to be patient with Allah's destiny.	0 %	0 %	13,3 %	37,8 %	48,9 %
Akhlaqiyyah (X <sub>2</sub> )	5.	Apothecary greeting during service	0 %	0 %	5,6 %	37,8 %	56,7 %
	6.	According to the code of ethics and sharia principles, pharmacists are friendly, compassionate, and courteous.	0 %	0 %	7,8 %	51,1 %	41,1 %
	7.	Pharmacy officers provide services precisely and quickly and shja'ah (courage)	0 %	0 %	4,4 %	37,8 %	57,8 %
	8.	Pharmacy staff praying for the patient's speedy recovery	0 %	0 %	3,3 %	33,3 %	63,3 %
	9.	Pharmacy officers can be trusted (trustworthy)	0 %	0 %	3,3 %	25,6 %	71,1 %
	10.	Pharmacy staff are neatly dressed according to Islamic law	0 %	0 %	3,3 %	46,7 %	50 %
Waqi'iyah (X <sub>3</sub> )	11.	The pharmacy has complete worship facilities, including (a prayer place and an ablution place) which are clean	0 %	0 %	41,1 %	36,7 %	22,2 %
	12.	Pharmacy staff provide information in a language that is easy to understand regarding the name, amount, dose, how to use, rules of use, how to store, side effects	0 %	0 %	5,6 %	27,8 %	66,7 %
Insaniyyah (X <sub>4</sub> )	13.	Disclosure of tariffs/service prices	0 %	0 %	3,3 %	46,7 %	50 %
	14.	Pharmacy officers provide services to expectations and can meet patient needs	0 %	0 %	7,8 %	40 %	52,2 %
	15.	Pharmacy officers listen to complaints experienced by patients regarding their illnesses and provide solutions and counseling.	0 %	0 %	3,3 %	43,3 %	53,3 %
	16.	Pharmacy staff provide the same service regardless of social status.	0 %	0 %	3,3 %	38,9 %	57,8 %



## Conflict of Interest

The authors confirm the absence of any conflict of interest, if applicable. However, if personal circumstances or interests could potentially influence the presentation or interpretation of the research findings, they must be explicitly disclosed. Transparency in reporting ensures the integrity and objectivity of the study.

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