ANALYSIS OF CUSTOMER SATISFACTION WITH DELIVERY SERVICE AT APOTEK HABIBI KUNINGAN

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ABSTRACT

Improving service quality in the pharmacy business is crucial to attracting customer interest and maintaining customer loyalty. Customer satisfaction is one of the indicators that can be used to measure the success of service quality. This study aimed to determine the effect of delivery service quality on customer satisfaction in Apotek Habibi. This study used a descriptive observational method and a cross-sectional design. Purposive sampling was used, with the Slovin formula used to obtain 83 respondents from a total population of 497 people. Data were collected through a survey of customers who had used the delivery service at least thrice. Service quality was measured using five dimensions of the Servqual method: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The results show that customers are highly satisfied with delivery service quality, with the highest scores in the Tangibles dimension (92%), Reliability (90%), Responsiveness (90%), Assurance (91%), and Empathy (89%). The Pearson's correlation analysis revealed a significant relationship between service quality and customer satisfaction ($r = 0.537$, $p < 0.05$). The Assurance variable emerged as the dominant factor influencing customer satisfaction with a regression coefficient of 10.810. Although customer satisfaction is high, developing a more flexible delivery system and improving promotional information transparency are necessary to maintain and enhance customer satisfaction in the future. This study provides valuable insights for Apotek Habibi to continuously improve service quality to meet customer expectations.

Keywords: Pharmacy, Customer Satisfaction, Delivery Service, Service Quality

INTRODUCTION

In the modern era, characterized by technological advancements, smartphone use has become an essential part of daily life. These technological advancements have encouraged society to continuously update the way they conduct their daily activities. Smartphones simplify various tasks, including long-distance communication, which now feels much closer owing to advanced technology (Saputri *et al.*, 2025). Pharmaceutical competition in Indonesia continues to increase annually. As of 2022, a total of 32,282 pharmacies were recorded across the country (Kementerian Kesehatan Republik Indonesia, 2022), Among these, West Java Province recorded approximately 4,683 pharmacy units, whereas Kuningan Regency had 166 units (Open Data Jabar, 2022). The increasing number of pharmacies in Kuningan City has contributed to heightened competition, especially regarding service quality that aligns with modern technological trends, including smartphone usage, which helps customers fulfill their daily medication needs more easily. Therefore, pharmacies are expected to offer facilities such

as WhatsApp-based communication and medicine delivery services to improve customer satisfaction.

According to a 2018 study by Utami Putri and Prawira Kautsar on customer satisfaction at Pharmacy X in Bandung, the assurance dimension recorded the highest level of satisfaction, whereas the reliability dimension recorded the lowest (Putri and Kautsar, 2018). In a separate study examining the impact of service quality and pricing on customer satisfaction at RF Pharmacy in Bandung, both factors were found to influence customer satisfaction. The responsiveness dimension scored the highest, whereas the empathy dimension scored the lowest (Herlina and Tugiono, 2021). Marlindasari and Kurnia (2023) analyzed the relationship between service quality and profitability at XYZ Pharmacy in Luragung, Kuningan, and West Java, and found that physical evidence was the most significant indicator affecting customer satisfaction (Marlindasari and Kurnia, 2023). dan pada penelitian tentang analisis pengaruh dimensi kualitas pelayanan terhadap kepuasan pelanggan apotek kimia farma rantauprapat didapat hasil penelitian bahwa dimensi bukti fisik, keandalan, daya tanggap, jaminan, dan empati berpengaruh signifikan terhadap kepuasan pelanggan, yang artinya kualitas pelayanan akan dapat berpengaruh terhadap kepuasan pelanggan (Broto, 2020).

Customer satisfaction is defined as the positive emotional response that customers experience towards the products or services they acquire or utilize from a company (Wardhana, 2024). This study aims to investigate the relationship between delivery service quality and customer satisfaction at Habibi Pharmacy in Kuningan, as well as to determine which variable is most dominant in influencing customer satisfaction with delivery services at Habibi Pharmacy in Kuningan.

Research Methodology

This is a descriptive observational study with a cross-sectional approach, using a survey method to gather data from customers. Purposive sampling was used, with the criteria being customers who had used the drug delivery service at Apotek Habibi at least three times during the period from June to December 2023. The sample size was determined using the Slovin formula, resulting in 83 respondents out of the total population of 497 customers who used the drug delivery service. The study was conducted at Apotek Habibi, and a validity and reliability test of the questionnaire was conducted with 30 respondents at Apotek Cirendang. This study was approved by the Health Research Ethics Commission of the Faculty of Pharmacy, YPIB University the approval number: 158/KEPK/EC/V/2024.

Equipment and Materials

The tools used in this study were mobile phones and laptops, and the questionnaire was distributed using Google Forms. The materials used were customer data from those who made transactions through the drug delivery service at Apotek Habibi Kuningan between June and December 2023.

Research Procedure

1. Data collection was carried out by sending a list of questionnaire questions via Google Forms to respondents online through WhatsApp.
2. Data processing was performed by reviewing and processing the questionnaires filled out by the respondents.
3. An analysis was conducted to measure customer satisfaction based on the collected data.

Data Analysis

The analysis of the results includes customer characteristics such as gender, age, education, income, service quality level, customer satisfaction level, and the relationship between service quality and customer satisfaction. Subsequently, the analysis identifies which variable is most dominant in influencing satisfaction with delivery service quality.

RESULTS AND DISCUSSION

This study used the Service Quality (SERVQUAL) method to measure customer satisfaction with delivery services, which includes five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Validity and reliability tests were conducted at Cirendang Pharmacy before the questionnaire was distributed to the research sample. The research instrument was an online questionnaire distributed via WhatsApp. Respondents were asked to select their feelings about the service and the level of satisfaction they received with the following response options: very satisfied, satisfied, somewhat satisfied, dissatisfied, and very dissatisfied.

Respondent Classification Overview

Table I. Characteristics of Delivery Service Respondents

	Characteristic	Total	%
Gender	Male	3	4
	Female	80	96
Age	< 20	2	2
	20 – 30	30	36
	30 – 40	27	33
	40 – 50	18	22
	>50	6	7
Education	Elementary School (SD)	12	14
	Junior High School (SMP)	23	28
	Senior High School (SMA/Sederajat)	35	42
	Associate Degree (D3)	5	6
	Bachelor Degree (S1)	8	10
Income	Below 1 million	45	54
	1 million to 3 million	32	39
	3 million to 5 million	3	5
	5 million to 10 million	3	5

Source: Data Analysis Results (2023)

Based on Table I, the results of the study indicate that the majority of customers using the medicine delivery service were women, with 80 people (96%) identified as female. A study by Setyawan et al. (2022) found that women constitute the largest user group for two delivery service applications, with proportions of 76.3% and 70.2%, respectively (Setyawan, Laksono and Gultom, 2022). In addition, Dewi et al. (2023) The findings also indicate that female customers outnumbered male customers, with women comprising 54.49% of the respondents (Satrya Dewi, Arimbawa and Wintariani, 2023). A study by Apolina and Ekowati (2022) also showed that the majority of respondents were female, with 69 individuals (70.40%), while male respondents accounted for 29 individuals (29.60%) (Apolina and Ekowati, 2022). Therefore, the findings of this study are consistent with those of previous research, which shows that women are generally more dominant in using healthcare and medicine delivery services, both for themselves and their families.

The results of the study showed that the most represented age group in this study was 20-30 years, with 30 individuals (36%). Another study by Dewi et al. (2023) on delivery service users at Satrya Pharmacy reported that the dominant age group was 25-34 years, with 72 individuals (46.15%) (Satrya Dewi, Arimbawa and Wintariani, 2023). Another study by Melizsa et al. (2021) conducted at Roxy Pharmacy reported that the majority of pharmacy customers were between the ages of 26 and 35, accounting for 50 individuals (50%) (Melisza Jaya and Kautsar, 2021). Based on this research, it can be concluded that the 20-30 age group was the most active respondent group in using medicine delivery services.

The study also showed respondent characteristics based on educational level. In this study, respondents with a high school diploma or equivalent (SMA/Sederajat) were dominant than other educational levels, accounting for 35 individuals (42%). A study at Sukoharjo Pharmacy by Christin Kusbandini and Susilowati (2024) also found that high school education was the most common among pharmacy customers, with 40.8% or 49 individuals (Kusbandini and Susilowati, 2024). The findings of this study align with those of previous research, showing that customers with a high school education or equivalent are the dominant group in the delivery service at Habibi Pharmacy.

The results also indicated the characteristics of the respondents based on their monthly income. In this study, the majority of respondents had an income of less than 1 million IDR, with 45 individuals (54%). This lower income level may be due to the fact that most respondents are housewives with an average education level of SMA/Sederajat.

Overview Of Customer Satisfaction Level

Table II. Delivery Service Quality - Tangibles Dimension

No	Question	Score	%	Percentage Scale
1	The variety of medications available at Apotek Habibi is complete	373	90	Very Satisfied
2	Information regarding the delivery service and medication delivery schedule is available via WhatsApp status	377	91	Very Satisfied
3	The availability of COD and bank transfer payment options facilitates ease of payment for the delivery service	384	93	Very Satisfied
4	The delivery couriers are friendly and polite in providing service	389	94	Very Satisfied
	Total	**1523**	**92**	Very Satisfied

Source: Data Analysis Results (2023)

Based on the Tangibles dimension, the level of customer satisfaction with the delivery service at Habibi Pharmacy Kuningan was, on average, 92%, indicating a very satisfactory rating. Customers expressed high satisfaction with the complete variety of available medications, availability of information related to the medicine delivery service, ease of the payment process, and courteous and polite attitude of the delivery personnel.

The medication procurement system in Habibi Pharmacy primarily follows a consumption-based approach. Having been in operation for more than seven years, Habibi Pharmacy has accumulated historical data on customer medication needs, particularly those of delivery service users. This contributed to a high level of customer satisfaction in terms of medication availability and completeness. On an average, all delivery service customers have made more than three transactions. WhatsApp Messenger facilitates communication regarding medication consultations and delivery information. The pharmacy also offers flexible payment options, including Cash On Delivery (COD) and bank transfers, accommodating various customer preferences. Furthermore, drivers responsible for delivering medications received prior training to ensure customer comfort and satisfaction with the delivery services provided by Habibi Pharmacy.

Table III. Delivery Service Quality - Reliability Dimension

No	Question	Score	%	Percentage Scale
1	The staff delivers the medicine according to the schedule informed in the chat & WhatsApp status	371	89	Very Satisfied
2	The response time for medication orders via WhatsApp is fast and easy	383	92	Very Satisfied
3	The staff quickly provides information about promotions and prices	363	87	Very Satisfied

No	Question	Score	%	Percentage Scale
4	The staff's knowledge of medicines is good and informative	369	89	Very Satisfied
	Total	**1486**	**90**	**Very Satisfied**

Source: Data Analysis Results (2023)

Customers felt that their expectations were met in terms of the reliability of the delivery service at Habibi Pharmacy, Kuningan. However, there are still aspects that require improvement, particularly in terms of delivery time flexibility and transparency of information related to promotions and medication pricing. Therefore, developing a more flexible and informative service system is key to enhancing customer trust and satisfaction sustainably.

A free delivery service with no shipping fees is an attractive feature for customers. However, the medication delivery system was organized into two delivery batches: the first batch at 10:00 AM and the second batch at 3:30 PM. The set delivery times may lead customers to perceive the delivery schedule to be inflexible. Nonetheless, customers requiring urgent medication have the option of selecting direct delivery, with the delivery fee adjusted according to online transportation service applications. Regarding promotional information, a lack of transparency in promotions is an issue. The use of posters sent directly to each customer's WhatsApp may contribute to the perception that the pharmacy lacks transparency in its promotional activities.

Table IV. Delivery Service Quality - Responsiveness Dimension

No	Question	Score	%	Percentage Scale
1	The staff responds quickly and attentively to customer complaints.	378	91	Very Satisfied
2	The staff provides advice and solutions for selecting medicine based on customer complaints or medication needs	380	92	Very Satisfied
3	The staff provides written information about medicines if the customer does not fully understand the information provided about the medications.	371	89	Very Satisfied
4	The process of receiving the ordered medicine does not take long	360	87	Very Satisfied
	Total	**1489**	**90**	**Very Satisfied**

Source: Data Analysis Results (2023)

Customer satisfaction regarding the **responsiveness** dimension of the delivery service at Habibi Pharmacy Kuningan is already very high and aligns with customer expectations. However, the expectations related to **delivery time flexibility** have not yet been fully met. Therefore, it is recommended that Habibi Pharmacy develop a more flexible delivery system by adding additional delivery time slots or offering emergency delivery options to further enhance **customer satisfaction and loyalty** in the future.

Table V. Delivery Service Quality -Assurance Dimension

No	Question	Score	%	Percentage Scale
1	The confidentiality of customer data, including name, WhatsApp number, and medication ordered, is secure	374	90	Very Satisfied
2	Customers feel safe when transacting/purchasing medication through the delivery service at Apotek Habibi.	386	93	Very Satisfied

3	The staff is able to instill trust in customers.	383	92	Very Satisfied
4	The price of the medicine matches its quality	368	89	Very Satisfied
	Total	**1511**	**91**	**Very Satisfied**

Source: Data Analysis Results (2023)

The Assurance dimension contributes significantly to customer satisfaction in Habibi Pharmacy Kuningan. Customers feel that their expectations are met, particularly regarding safety, confidentiality, and trust in the service. Nevertheless, it is important for pharmacies to continuously maintain and improve the quality of their services to ensure that customer trust and satisfaction are sustained over time.

Table VI. Delivery Service Quality - Empathy Dimension

No	Question	Score	%	Percentage Scale
1	The staff provides information in a friendly, polite, and easily understandable manner to customers.	378	91	Very Satisfied
2	The staff serves customers without discriminating based on social status	383	92	Very Satisfied
3	2-3 days after the medication is received, the staff contacts the customer to inquire about the effectiveness of the medication, and whether it is suitable or not	359	87	Very Satisfied
4	The staff asks for feedback and suggestions for improving the delivery service at Apotek Habibi	359	87	Very Satisfied
	Total	**1479**	**89**	**Very Satisfied**

Source: Data Analysis Results (2023)

The Empathy dimension indicates that customers feel that they are treated with humanity and genuine care by the staff at Habibi Pharmacy, Kuningan. Although the satisfaction level is already high (89 %), pharmacies must continue to maintain and enhance the quality of their personalized and empathetic services to foster long-term relationships with customers and sustain their loyalty.

Bivariate Analysis

Table VII. Results of Pearson Correlation Test on Service Quality and Customer Satisfaction

		Delivery Service Quality	Customer Satisfaction
Quality of Delivery Service	**Pearson Correlation**	1	.537[**]
	Sig. (2-tailed)		.000
	N	83	83
Customer Satisfaction	**Pearson Correlation**	.537[**]	1
	Sig. (2-tailed)	.000	
	N	83	83

Source: Data Analysis Results (2023)

A significant relationship exists between delivery service quality and customer satisfaction. The correlation is positive and moderate, indicating that improvements in service quality are followed by an increase in customer satisfaction. These findings support those of

previous studies and reinforce the importance of continuously improving service quality to maintain and enhance customer satisfaction.

Multivariate Analysis

Table VIII. Results of the Analysis on the Impact of Delivery Service Quality on Customer Satisfaction

No	Research Variables	Overall Results (B)
1	Tangibles	2.285
2	Reliability	-7,336
3	Responsiveness	2,088
4	Assurance	10,810
5	Empati	4,173

Source: Data Analysis Results (2023)

The analysis results show that the assurance variable is the most dominant factor influencing customer satisfaction, with a regression coefficient (B) value of 10.810. This indicates that any improvement in the quality of service in terms of assurance will contribute the most to enhancing customer satisfaction compared with other variables. On the other hand, the reliability variable had a negative coefficient value (-7.336). This negative value suggests that if not properly managed, reliability may negatively impact customer satisfaction.

CONCLUSION

Assurance is the most significant and dominant factor that influences customer satisfaction in Apotek Habibi. Reliability requires special attention to prevent a decline in customer satisfaction. All other dimensions (Tangibles, Responsiveness, and Empathy) also had a positive influence, although not as substantial as assurance. Future recommendations include focusing on enhancing the assurance dimension while addressing the weaknesses in reliability so that the overall quality of the delivery service can continue to improve and result in optimal customer satisfaction.

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