ABSTRACT

The rapid development of Pharmaceutical in Indonesia has encouraged competition in the drug service product to realize the qualified health services product. The purpose of this research is to analyze the position of the drug product service using the customer’s service window which based on their expectation and valuation of the Johnston’s quality dimension. And then organized the efforts to increase utilization of services which based on the causes of the revenue’s declining of the Apotek Semen Gresik 2.

This research categorized as a descriptive observational study. Questionnaires of 70 customers used for interviews in Apotek Semen Gresik 2. The data was about expectation and customer's valuation which based on Johnston’s quality dimensions (access, aesthetics, attentiveness or helpfulness, availability, care, cleanliness or tidiness, comfort, communication, competence, courtesy, flexibility, friendliness, functionality, integrity, reliability, responsiveness, security).

The result of drug service product positioning analysis which based on customer’s expectation and valuation by customer’s service window indicated there were some aspects of the customers are in A quadrant (attention) as a cause of revenue’s declining in Apotek Semen Gresik 2, they were the security dimension, the dimension of reliability, dimension of competence, the dimension of communication, and dimensions of access. It can be concluded there were several aspects of the drug service in the Apotek Semen Gresik 2 that had not appropriate to the customer expectations, that’s why it’s need an effort to improve the quality of service and maintain the aspect which is in B quadrant (bravo) because it is according to customer expectations.

Key words: expectations, assessment, customer window, drug store’s service