SUMMARY

EDZA RINALDI, The Analyses of Customers’ Satisfaction and Loyalty of PT Sawah Besar Farma (Supervised by UJANG SUMARWAN dan LILIK NOOR YULIATI).

Business competition among the pharmaceutical distribution companies is now getting very tight. Their role in the pharmaceutical industry is very important, because the drugs manufactured should be distributed and sold to various distribution channels such as pharmacies, supermarkets, doctors, midwives, hospitals, drug stores, and others.

PT Sawah Besar Farma is a company with the status of domestic pharmaceutical distributor (State Owned Company). Based on internal data of 2009 to 2011 there was a decline of 120 pharmacies who ceased to be the customers of PT Sawah Besar Farma. Since the pharmaceutical distribution industry’s competition is very tight, it should be very important for the company to put the customers first. They are the assets of the company, so it is very important to satisfy them, so that they would be loyal to the company. As a result it would increase the sales of the company.

This study aims to analyze the level of customer interests to the company performance of PT Sawah Besar Farma, to analyze factors that contribute to customer satisfaction, to evaluate the level of its customer satisfaction and loyalty, and to formulate the implication of managerial attributes to the increase of service strategy that can be done by PT Sawah Besar Farma. The processing techniques and data analyses uses the validity and reliability test, descriptive analysis, Importance Performance Analysis (IPA), Structural Equation Modeling (SEM), Customer Satisfaction Index (CSI), and Customer Loyalty Index (CLI).

IPA results show the indicator variables that make up the dimension servqual satisfaction are in various quadrants. Quadrants 1 and 2 based on IPA analysis require a special attention, especially quadrant 1. Both quadrants have a high level of customer interests, so that in this area, a significant improvement in quality service should be done. Thus, increasing the service can provide and meet the interests of customers, and in turn increase the customer satisfaction.

SEM analysis showed that the tangible dimension gives the most impact on customer satisfaction with the value of 0.18 ($t = 5.90$). Dimension of reliability is at the second position which affects customer satisfaction with a score of 12.17 ($t = 5.03$). Then, in the third, fourth and fifth position, the dimension that affects customer satisfaction is the assurance dimension with a value of 0.15 ($t = 4.09$), responsiveness dimension with a value of 0.14 ($t = 3.97$) and the dimension of empathy with a value of 0.14 ($t = 3.96$). Results of this study show that the main factors affecting customer satisfaction of Pharmacies towards PT Sawah Besar Farma are factors in tangible dimension. These factors need more attention from PT Sawah Besar Farma in order to establish good relations with customers of Pharmacies, and increase their level of satisfaction.
The results show that the value of Customer Satisfaction Index (CSI) is 78%. It means that customers are satisfied (Rangkuti 2002). In general it can be said that customers of Pharmacies have been satisfied with the services the company provides. The Customer Loyalty Index (CLI) in this study shows that the value of loyalty index is 80%. Thus, it means that its customers are very loyal to the company. The services given by PT Sawah Besar Farma still contain many shortcomings. However, the analysis shows that the customers remain loyal and faithful to the company, even though many similar Pharmaceutical Wholesalers give them better service. The correlation between satisfaction and loyalty shows that the more satisfied the customers, the higher their loyalty in selling more products of PT Sawah Besar Farma. Pharmacy customers who are satisfied with the services from PT Sawah Besar Farma show their loyalty as much as 81%. Those pharmacies and their customers will sell more products of the company in terms of volumes and diversities.

Key words: customer satisfaction, PT Sawah Besar Farma, customer loyalty, IPA, the analyses of SEM, CSI, CLI