

ABSTRACT

The pharmaceutical industry became one of the upgraded sectors in 2018, as it is considered to contribute significantly in economic growth. In 2017, the pharmaceutical industry experienced a growth of 6.85%. According to the Deputy secretary general of the Indonesian pharmaceutical GP Kendrariadi Suhanda, the current market share has reached Rp 70 trillion, and requires a 10-fold increase from the current year to be able to reach the number of Rp 700 trillion in 2025. PT. Rajawali Nusindo is one of the companies distribution of medicines and medical equipment in Indonesia. Service quality is a very important aspect for the company to improve customer satisfaction. This research aims to know how much influence from quality service to customer satisfaction of PT Rajawali Nusindo Cab. Bandung. This type of research is quantitative research with causal descriptive research method using a sample deployment method that is nonprobability sampling with sampling of incidental distributed to 148 respondents obtained by Using the Slovin approach. Based on the descriptive analysis expressed the magnitude of the service quality value of 83.33% and the customer satisfaction value of 81.41% where both variables are expressed in a very high category. The influence of service quality to customer satisfaction is 7.6% while the rest is 92.4% described by other variables not described in this study.

Keywords: Service Quality, Customer Satisfaction