

POLITEKNIK KESEHATAN TANJUNGPUR
JURUSAN FARMASI
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**Gambaran Kepuasan *Supervisor* Terhadap Kinerja *Medical Representative*
(Studi Pada 2 Perusahaan Farmasi) di Bandar Lampung**

xviii + 87 halaman, 8 tabel, 11 gambar, dan 10 lampiran

ABSTRAK

Perusahaan farmasi merupakan perusahaan obat-obatan yang berfokus pada mendistribusikan obat, mengembangkan dan juga meneliti dalam hal kesehatan. Semakin banyaknya perusahaan farmasi, maka persaingan dalam dunia pemasaran juga akan meningkat. Sumber daya manusia sangat dibutuhkan perusahaan farmasi agar dapat meningkatkan kualitas dan kinerja pemasaran. *Medical Representative* merupakan pekerjaan yang berguna untuk memasarkan produk, khususnya obat-obatan dan alat kesehatan. Kinerja *Medical Representative* sangatlah penting bagi perusahaan, terutama dalam hal pencapaian target penjualan. Penilaian terhadap kinerja *Medical Representative* bertujuan untuk mengetahui kepuasan yang dirasakan perusahaan atau pelanggan. *Medical Representative* yang bekerja pada perusahaan farmasi di Bandar Lampung tidak seluruhnya berlatar belakang pendidikan kesehatan, terdapat juga *Medical Representative* dengan latar belakang pendidikan non-kesehatan.

Penelitian ini bertujuan untuk mengetahui kepuasan *Supervisor* terhadap kinerja *Medical Representative* pada 2 perusahaan farmasi di Bandar Lampung. Rancangan penelitian ini menggunakan metode deskriptif kuantitatif dengan metode pengambilan sampel menggunakan teknik total sampling. Teknik total sampling ini mengambil sampel penelitian dari seluruh populasi yang ada. Populasi pada penelitian ini yaitu seluruh *Medical Representative* pada 2 perusahaan farmasi dengan total 16 sampel penelitian. Hasil penelitian menunjukkan bahwa karakteristik sampel yang masih aktif bekerja di tahun 2021 memiliki persentase terbanyak berdasarkan usia dengan rentang 20-29 tahun sebesar 75%, jenis kelamin laki-laki 69%, jenjang pendidikan lulusan sarjana (S1) 56%, latar belakang pendidikan non-kesehatan 81%, sedangkan untuk divisi kerja yaitu divisi *ethical* 44%. Hasil kepuasan *Supervisor* terhadap kinerja *Medical Representative* berdasarkan latar belakang pendidikan yang ditinjau dari kualitas pelayanan sebesar 69,2% sangat puas (non-kesehatan) dan 66,7% sangat puas (kesehatan).

Kata kunci : Kinerja, *Medical Representative*, *Supervisor*, Bandar Lampung
Daftar bacaan : 37 (2000-2019)

POLYTECHNIC OF HEALTH TANJUNGKARANG
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***Description of Satisfaction on Supervisor Performance Medical Representative
(Study of 2 Pharmaceutical Companies) in Bandar Lampung***

xviii + 87 pages, 8 tables, 11 pictures, and 10 attachments

ABSTRACT

A pharmaceutical company is a drug company that focuses on distributing drugs, developing, and researching health. The more pharmaceutical companies, the more competition in the marketing world will also increase. Pharmaceutical companies need human resources to improve the quality and marketing performance. Medical Representative is a valuable job to market products, especially medicines and medical devices. The version of the Medical Representative is significant for the company, especially in terms of achieving sales targets. Assessment of the performance of the Medical Representative aims to determine the satisfaction felt by the company or the customer. Not all Medical Representatives who work for pharmaceutical companies in Bandar Lampung have health education backgrounds, and there are also Medical Representatives with non-health education backgrounds.

This study aims to determine the satisfaction of Supervisors on the performance of Medical Representatives at 2 pharmaceutical companies in Bandar Lampung. This research design uses a descriptive quantitative method with the sampling method using the total sampling technique. This total sampling technique takes research samples from the entire existing population. The population in this study were all Medical Representatives at 2 pharmaceutical companies with 16 research samples. The results showed that the characteristics of the sample who were still actively working in 2021 had the highest percentage based on age with a range of 20-29 years by 75%, male sex 69%, undergraduate education level (S1) 56%, non-health education background 81%, while for the work division, the division is ethical 44%. The satisfaction supervisor's results on the performance of Medical Representatives based on an educational background in terms of service quality are 69.2% very satisfied (non-health) and 66.7% very satisfied (health).

Keywords : *Performance, Medical Representative, Supervisor,
Bandar Lampung*

Reading list : *37 (2000-2019)*