Patient Satisfaction Analysis of Pharmaceutical Service Quality in UMP Dispensary

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Abstract—Patient satisfaction is an essential factor in improving medicines sale at dispensary. The objective of survey is to study the patient satisfaction who get the pharmaceutical service in the University of Muhammadiyah Purwokerto (UMP) dispensary. A patient satisfaction questionnaire was designed using the literature. The questionnaire contained 10 items that focused on five influencing factors: tangible, reliability, responsiveness, assurance, and emphaty. A total of 50 adult patient completed the questionnaire. The result obtained show that the patients have high satisfaction to the appearance pharmacist officers as well as suitability of drug price, the speed of service cashier and the friendliness of the officers in the service of drug. Whereas the availability of the drug, the ability of officer to providing pharmaceutical information, the response given pharmacist to the patient have moderate satisfaction score. In contrast, the cleanliness of the dispensary and the speed of the officer in the service of drug the patients have low satisfaction score.

Keywords—Patient satisfaction, service quality, the dispensary, pharmaceutical

I. INTRODUCTION

THE dispensary is a certain place where do work and channeling drugs to society [1]. The pharmacist is responsible for realizing the quality good service so that it is able to increase consumer satisfaction [2]. Consumer satisfaction is the response given the consumer against a previous level of alignment of interests and actual performance are perceived after discharging [3].

The quality or service quality as a measure of how good a given service level are able to comply with the expectations of consumers. Based on this definition, quality service can embodied the fulfillment of consumer needs and desires as well as the timeliness of delivery to compensate for the expectations of the patient. The main role of pharmacy was and will continue to be dispensing medications. An important issue in this area is usually drug availability [4]. Community pharmacists today are involved in a wide variety of professional activities which may be considered as either product or patient-oriented [5]. However, community pharmacist can play an important role in patients' counseling

and should be able to give basic drug information in terms of appropriate drug usage, administration, dosage, side effects, storage and drug–drug and drug–food interactions.

One of the indicators used to evaluate the quality of service at the dispensary is to measure the level of customer satisfaction. In addition to the promotion pharmacy, measuring customer satisfaction aims to evaluate the services that have been awarded the pharmacy on its customers [6]. Patient satisfaction is not reached, should be the focus of management is important for pharmacy to take policy in order to improve the quality of service in dispensary [7].

Patient satisfaction can influence to return to the same dispensary. This would constitute to promotion from mouth to mouth for other prospective patients to expect very positive for pharmacies [8]. Patient satisfaction is defined as the evaluation of post consumption that a product selected at least meet or exceed expectations. Satisfaction is an experience that will be deposited in the memories of the patient thus affecting the purchase decision making process repeated the same product [9].

One of comprehensive model with a primary focus on service products and services which are frequently use to measure customer satisfaction is SERVQUAL Model (service Quality model) includes five dimensions [10]. The five dimensions of service quality : *Tangibles*, is physical means and facilities that can be directly perceived by the customer. In the service of the dispensary is the comfort and cleanliness of the dispensary. *Reliability*, is the ability to provide a satisfactory service to customers. In the service of the dispensary is the ability of officer in providing drug information, answers or responses given pharmacist to the patient. *Responsiveness*, is the ability to provide services to customers quickly and precisely. In the service of the dispensary is speed officer in the service of the drug as well as the speed of service cashier. *Assurance,* is the ability to provide confidence and correctness of the service given to the customer. In the service of the dispensary is affordability or suitability of drug price and the completeness of the medicine in the dispensary. *Emphaty*, is the ability to build relationships, caring, and understanding the customer's meeds. In the service of the dispensary is the friendliness and caring the pharmacist.

This research selected respondent was visitors who purchase or redeem a prescription medication at the UMP dispensary, because it is located in the campus area of University of Muhammadiyah Purwokerto. So that most respondents found

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are students. The purpose of the research was to determine the level of satisfaction pharmaceutical service of the patients at the UMP dispensary, Purwokerto, Central Java, Indonesia. Which includes the patient's perception of friendliness and caring pharmacist, speed of service , the speed of drugs service cashier, gift of drug information, comprehensiveness and generosity, drug prices, cleanliness and comfort of the lounge as well as the appearance as neatness the pharmacist.

The results of the research are expected to benefit :

-The research is expected to be useful as a source of input and consideration in an effort to improve the pharmaceutical quality of service in order to improve the quality of life of the patient.

-To increase the knowledge and insights about the pharmaceutical quality of service at the dispensary.

-To increase turn over throught improved satisfaction of dying of drug services.

II. THE METHOD

Design Research procedures used are descriptive research with Cross Sectional Study approach. The selected respondent was visitors who purchase or redeem a prescription medication at UMP dispensary, because it is located in the campus area of University of Muhammadiyah Purwokerto. So that most respondents found are students so that the data retrieval is use random analysis. The research method by providing a structured questionnaire has been prepared by the researcher then was issued to the respondent as much as 50 questionnaire refers to the form of the SERVQUAL instrument are :

1) Tangibles
2) Reliability
3) Responsiveness
4) Assurance
5) Emphaty

The questionnaire is distributed using scale of levels of satisfaction. That are satisfied (S) and not satisfied (NS). In the questionnaire disseminated that includes 10 questions.

-Data Analysis

Data analysis in this study uses descriptive analysis method. The results from data acquired using frequency distribution is shown in table and column chart. For giving the assessment and conclution against the satisfaction of patients and researchers using SERVQUAL scale levels of satisfaction are satisfied (S) and not satisfied (NS).

III. THE RESULTS

TABLE I
THE QUESTIONNAIRE OF THE RESPONDENTS

No	Questions	The answer	
		(S)	(NS)
1.	The friendliness of the officers in the service of drug	46	4
2.	The speed of the officer in the service of drug.	42	8
3.	The availability of the drug at the dispensary	45	5
4.	The appearance pharmacist officers in the service of drug	49	1
5.	The pharmaceutical quality of service at the dispensary	47	3
6.	The ability of officer to Providing pharmaceutical information	44	6
7.	The comfort and cleanliness of the dispensary	43	7
8.	An answer or response given pharmacist officers to the patient	44	6
9.	Affordability or suitability of drug price	47	3
10.	The speed of service cashier	46	4

TABLE II
THE PERCENTAGE OF QUESTIONNAIRE OF THE RESPONDENTS

No	Questions	The answer	
		(S)	(NS)
1.	The friendliness of the officers in the service of drug.	92%	8%
2.	The speed of the officer in the service of drug	84%	16%
3.	The availability of the drug at the dispensary	90%	10%
4.	The appearance pharmacist officers in the service of drug	98%	2%
5.	The pharmaceutical quality of service at the dispensary	94%	6%
6.	The ability of officer to providing pharmaceutical information	88%	12%
7.	The comfort and cleanliness of the dispensary	86%	14%
8.	An answer or response given pharmacist officers to the patient	88%	12%
9.	Affordability or suitability of drug price	94%	6%
10.	The speed of service cashier	92%	8%

(NS) : not satisfied   (S) : satisfied

When we look at the presentage of patient satisfaction through this questionnaire which includes 10 questions which consist of tangible, reliability, responsiveness, assurance, and

emphaty dimension, almost all the questions have the level satisfaction between 84-98% of the 50 number of respondents. The highest levels of satisfaction in tangible dimension of the appearance of neatness pharmacist in the service of drug with 98% satisfied and 2% not satisfied. The lowest levels of satisfaction in responsiveness dimension of the speed of the officer in the service of drug with 84% satisfied and 16% not satisfied. While for others level of satisfaction like affordability or suitability of drug price, the speed of service cashier, the friendliness and caring of the officer in the service of drug, the availability of the drug at the dispensary of completeness, the pharmaceutical quality of service at the dispensary and the ability of officer to providing pharmaceutical information included in moderate satisfaction categorized.

Based on the percentage of questionnaire of the respondents, it can be interpreted into five dimension :

1) The column chart interpretation of respondent satisfaction of tangible dimention

A : The comfort and cleanliness of the dispensary

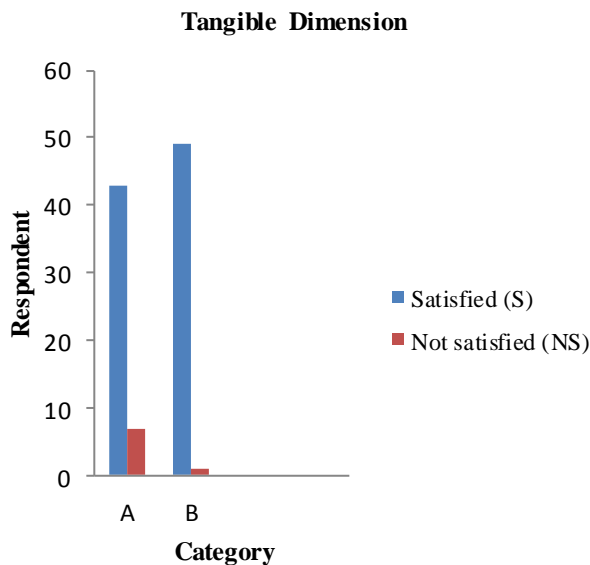B : The appearance pharmacist officers in the service of drug

Tangible Dimension

Fig. 1 The column chart interpretation of patient satisfaction of tangible dimension

Tangibles dimension is physical means and facilities that can be directly perceived by the customer. If we look at the column chart about tangible dimension which consist of :

A: the comfort and cleanliness of the dispensary is 86% satisfied of 43 respondent and 14% not satisfied of 7 respondents so it should be improved a little more about the cleanliness of the dispensary, to regarding the cleanliness and comfort in the dispensary by making the schedule might picket or little give some plants at the corner of dispensary in order to be look better.

B: The appearance pharmacist officers in the service of drug is 98% satisfied of 49 respondents and 2% not satisfied of 1 respondent. In this case need to be maintained so that patients still get the convenience. The appearance is very important because it will affect the comfort of the patient when they comes to the dispensary. A neat appearance will give a good impression for the patient and a bad appearance will give a bad impression for the patient who comes to the dispensary.

To increase the satisfaction of patients against the pharmaceutical services in dispensary recommended action such as regarding the cleanliness and comfort in the dispensary by making the schedule might picket or little give some plants at the corner of dispensary in order to be look better.

2) The column chart interpretation of respondent satisfaction of reliability dimention

A : The ability of officer to providing pharmaceutical information.

B : An answer or response given pharmacist officers to the patient

C : The pharmaceutical quality of service at the dispensary
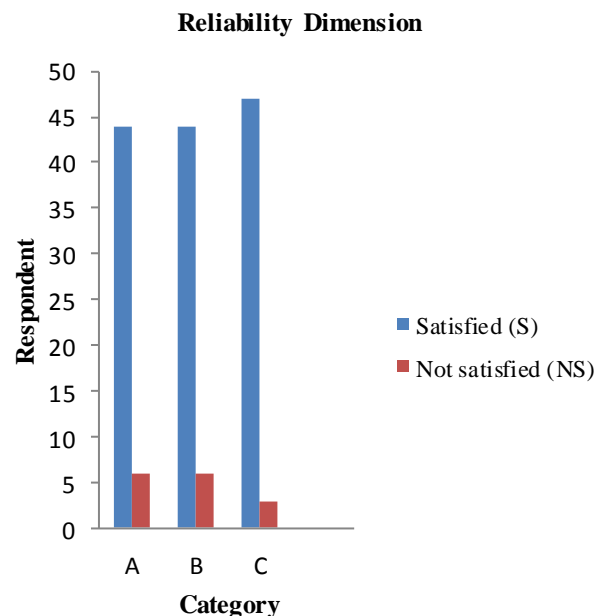
Reliability Dimension

Fig. 2 The column chart interpretation of patient satisfaction of reliability dimension

Reliability dimension is the ability to provide a satisfactory service to customers. If we look at the column chart about tangible dimension which consist of :

A : the ability of officer to providing pharmaceutical information is 88% satisfied of 44 respondent and 12% not satisfied of 6 respondents, it means that the level of knowledge of staff in the dispensary to providing information to patients were said to be lacking. Probably the information submitted is complete but the way to giving the information to patient too fast to be understood by patients.

B : an answer or response given pharmacist officers to the patient is 88% satisfied of 44 respondent and 12% not satisfied of 6 respondents, in this case the response of officers of dispensary is very important in the use of medications or what underlying patient when buying drugs so the officers should improve knowledge about this.

C : the pharmaceutical quality of service at the dispensary is 94% satisfied of 47 respondent and 6% not satisfied of 3 respondents, it will be greatly affect to the patients who come to the dispensary.

To increase the satisfaction of patients against the pharmaceutical services in dispensary recommended action such as in providing information to the patient must be upgraded again so that patients understand clearly and the submission of information should be slowly to make easy to understand.

3) The column chart interpretation of respondent satisfaction of responsiveness dimention

A : The speed of the officers in the service of drug
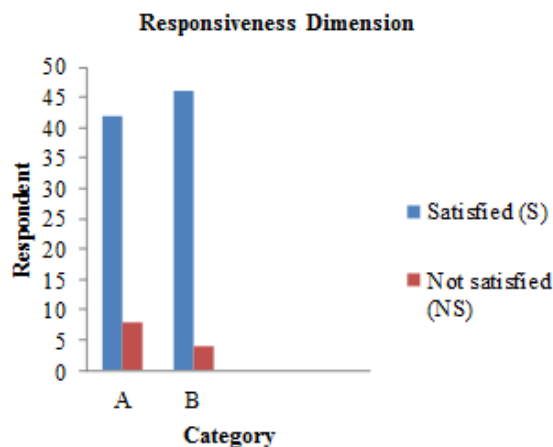
B : The speed of service cashier

Fig. 3 The column chart interpretation of patient satisfaction of responsiveness dimension

Responsiveness dimension is the ability to provide services to customers quickly and precisely which consist of :

A : The speed of the officer in the service of drug is 84% satisfied of 42 respondent and 16% not satisfied of 8 respondents so it should be improved about the speed of the officer in the service of drug.

B : The speed of service cashier is 92% satisfied of 46 respondent and 8% not satisfied of 4 respondents. The speed of service cashier also important for the customer because the service cashier belonging into the pharmaceutical service in the dispensary.

To increase the satisfaction of patients against the pharmaceutical services in dispensary recommended action such as the drug services speed should be increase with the addition of officers or arrange work schedule so that there is enough power in the busy time.

4) The column chart interpretation of respondent satisfaction of assurance dimention

A : Affordability or suitability of drug price

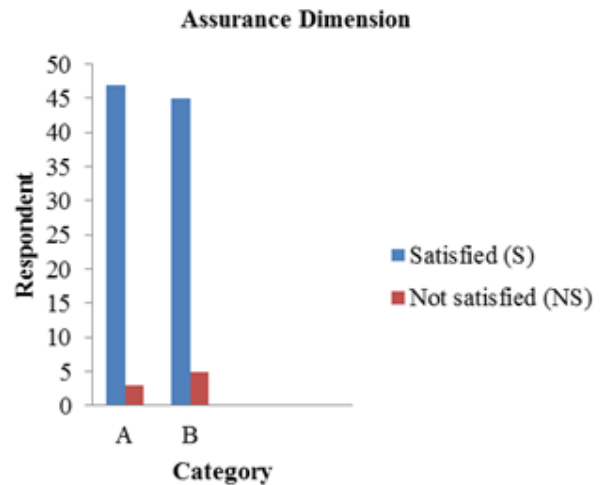B : The availability of the drug in the dispensary

Fig. 4 The column chart interpretation of patient satisfaction of assurance dimension

Assurance dimensions is the ability to provide confidence and correctness of the service given to the customer which consist of :

A: Affordability or suitability of drug price is 94% satisfied of 47 respondent and 6% not satisfied of 3 respondents, The pharmaceutical qulity of service in the dispensary that will greatly affect patients who come to the dispensary so that they will feel satisfied if the dispensary quality service is good quality.

B: The availability of the drug at the dispensary of completeness is 90% satisfied of 45 respondent and 10% not satisfied of 5 respondents. The completeness of the drug must remain guarded by booking before the medication runs out so it is unoccupied of drugs. So the patients who come to the dispensary feeling satisfied if they can get easily what they want.

To increase the satisfaction of patients against the pharmaceutical services in dispensary recommended action such as the completeness of the drug must remain guarded by booking before the medication runs out so it is unoccupied of drugs.

5) The column chart interpretation of respondent satisfaction of emphaty dimention

A : The friendliness and caring of the officer in the service of drug.
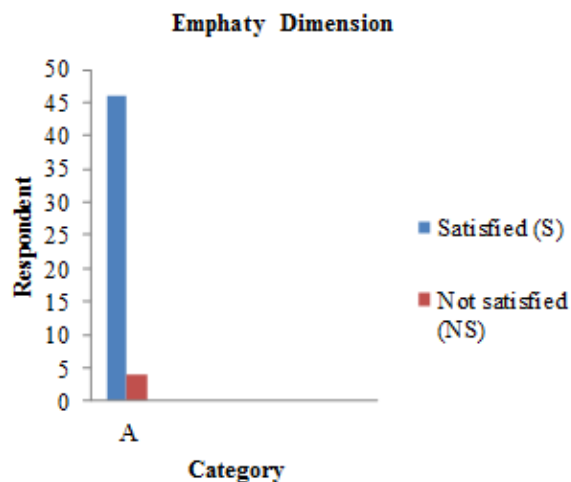
Emphaty Dimension

Fig. 5 The column chart interpretation of patient satisfaction of emphaty dimension

Emphaty dimension is the ability to build relationships, caring, and understanding the customer's meeds. If we look at the column chart emphaty dimension consist of the friendliness and caring of the officer in the service of drug is 92% satisfied of 46 respondent and 8% not satisfied of 4 respondents. The friendliness and caring of the officer in the service of drug is very important for the patients because that will giving satisfaction and that will be the patients feeling cared and comfort when they have a good service from the officers of the dispensary.

IV. CONCLUSION

The conclusion of this study are:

(1) The patients have high satisfaction to the appearance pharmacist officers in the service of drug, the pharmaceutical quality of service at the dispensary, affordability or suitability of drug price, the speed of service cashier, the friendliness of the officers in the service of drug have the percentage between 92-98% respondents satisfied with this pharmaceutical service quality.

(2) The patients have moderate satisfaction to the availability of the drug at the dispensary of completeness, the ability of officer to providing pharmaceutical information, an answer or response given pharmacist officers to the patient have the percentage respondents satisfaction between 88-92%.

(3) The patients have low satisfaction to the comfort and cleanliness of the dispensary and the speed of the officer in the service of drug have the percentage patients satisfaction between 84-86% .

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