

Outpatient Satisfaction Analyze of Pharmacy Service in T Hospital, Bogor, West Java, March-April 2020

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ABSTRACT. Pharmacy service is an unseparated part from the hospital service. The low quality service of pharmacy may decrease the quality of health service in Hospital. The most important factor to increase the service is by increasing the patient satisfaction. The high quality of patient satisfaction may increase the quality of health service in hospital. According to many research articles, Indonesia is still has low quality of pharmacy service. This research aims to analyze customer satisfaction of Pharmacy Service in T Hospital Bogor, West Java. This study was conducted using the descriptive method. The level of satisfaction was measured by the online ServQual questionnaire (google form) which contains of five dimensions of service quality, there are: Reliability, Responsiveness, Tangible, Assurance, and Empathy. Data taken from 100 respondents who fulfilled the inclusion criteria. Data was analyze using percentage. The Result is there are 57.7% in reliability, 57.5% in responsiveness, 58% in assurance, 55.75% in empathy, and 58.5% in tangible. Based on these result, Quality service of Pharmacy in T Hospital Bogor, West Java are at the same level fairly satisfied.

Keywords: *Analyze, Pharmacy, Service.*

1. INTRODUCTION

The pharmacy installation in the hospital is one of the main services, because more than 90% of health services in the hospital use pharmaceutical supplies, the poor quality pharmacy services will cause losses. The quality of pharmacy services will play a role in satisfaction and subsequently on loyalty. The pharmacy installation is one of the hospital's five main sources of income because more than 90% of health services in the hospital use pharmaceutical supplies which include drugs, chemicals, radiological materials, consumable medical equipment, medical devices, and medical gas. There are 50% of all hospital revenues come from pharmaceutical supplies. Currently, customer satisfaction is the main focus in the context of health services. The success of service providers depends on the quality of their relationships with customers who prioritize customer satisfaction and loyalty. Customer satisfaction are influenced by environmental factors, parking convenience, insurance services, reputation, drug services, handling patient complaints, listening to patient needs, hospital reputation, waiting time, neatness of service personnel, and the food served. Service quality plays a role in satisfaction and satisfaction plays a role in behavior, both in repeated purchases and recommendations from other colleagues. The higher the patient's satisfaction, the higher the patient's loyalty the reputation of the hospital, waiting times, neatness of service personnel, and the food served(1).

Research conducted by Susy Novaryatin, et al. at RSUD dr. Murjani Sampit stated that 68% of patients were satisfied with pharmacy services. Another study conducted by Gayatri Citraningtyas, et al. at X Tahuna Hospital, it shows that patients are still not satisfied with pharmacy services. Research by Atika Dalili, et al. at the Pharmacy in Sukrame District stated that the level of patient satisfaction with pharmacy services was still low(2,3,4).

Based on the research data above, it can be concluded that patient satisfaction with pharmaceutical services in Indonesia is still low. This situation has led researchers to be interested in conducting a study entitled "Analysis of outpatient satisfaction with pharmacy services at T Hospital, Bogor". This study aims to determine and analyze patient satisfaction with pharmacy services at RS T Bogor

2. LITERATURE REVIEW

In line with the development of science and technology, in the field of pharmacy there has been a shift in the orientation of pharmaceutical services from managing drugs as a commodity to comprehensive services (pharmaceutical care) in the sense that it is not only a drug manager but in a broader sense it covers the implementation of providing information to support its use. correct and rational drugs, monitoring drug use to determine the ultimate goal, and the possibility of medication errors (9).

Patient satisfaction is a feeling that arises in a person after receiving services that are received or experienced directly. One model that is widely used to measure customer satisfaction is the ServQual (service quality) model by making a comprehensive customer satisfaction assessment survey for services in the field of goods and services that prioritizes service aspects. Customer satisfaction analysis is carried out based on five dimensions of service quality, namely reliability, responsiveness, assurance, empathy and tangibility (10).

3. THE MODEL

This research uses a qualitative approach with descriptive analysis method. This descriptive research aims to describe thoroughly and systematically the facts or characteristics of a particular population or particular field factually and accurately. The study population was all patients or outpatient companions at the T Hospital Pharmacy Installation for the period March - April 2020 with a total of 14,000. The sample was calculated using the Slovin formula with an error tolerance of 5%, obtained 99.5 samples and then rounded to 100 samples. This study uses a non-probability sampling method with accidental

sampling technique, which is a sampling technique based on chance, i.e. anyone who accidentally meets the researcher is used as a sample.

Data were collected using an online questionnaire in the form of Google form. The questionnaire given to each respondent has two parts, with the first part containing the requirements related to the demographics of the respondent and the second part of the questionnaire provides data on the performance expectations score that the respondent assesses on each servqual dimension, namely the dimensions of reliability, responsiveness, assurance, empathy, and tangible. Data were analyzed descriptively to see the percentage of patient satisfaction in each of the aspects listed in the questionnaire.

4. NUMERICAL EXPERIMENTS

4.1 Patient demographics

The data divided based on gender, age, education, occupation, income, patient distribution at T Hospital can be seen based on patient characteristics and is a description of visits to the pharmacy installation as follows: Patient characteristic by Gender

TABLE 1. Patient Characteristic by Gender

No.	Gender	Frequency	Percentage
1	Male	35	35%
2	Women	65	65%
Total		100	100%

Source: 2020 online questionnaire premiere data

Table 4.1 shows that it can be seen from 100 patients who were taken as samples while visiting the pharmacy installation of the Trimitra hospital at the time of the study and were willing to fill out an online questionnaire to provide patient satisfaction responses to pharmaceutical services based on gender, namely patients or respondents who are male.

Male 35% and 65% for female gender. From the percentage value above, the patient who is female is greater when compared to male gender. This result is in line with the research conducted by Gayatri

Citraningtyas, et al., With the results that the percentage of visits by female patients is more than that of men, namely 70.4%. Based on the research of Abdillah and Ramdan, indicates that gender does not show a significant relationship with patient satisfaction. Patient satisfaction is more influenced by market segmentation or acceptance of different services.

Patient characteristics by age.

TABLE 2. Patient characteristics by age

No.	Age	Frequency	Questionnaire
1	Youth (12-25 Years)	46	46%
2	Adult (26-45 Years)	43	43%
3	Elderly (46-55 years)	11	11%
Total		100	100%

Table 2 shows that it can be seen from 100 patients who were taken as samples while visiting the pharmacy installation at T Hospital at the time of the study and were willing to fill out a questionnaire to

provide responses to age-based patients for pharmaceutical services based on age, that the frequency of respondents according to age characteristics was more at age. adults (20-60 years)

are 86% while adolescents (11-19 years) reach 13%. This result is in line with the research of Suci Novaryatin, et al. the highest percentage was aged 26-35 years (44%). Based on previous research, there was

no significant difference in the level of patient satisfaction seen from the age group.

4.2 Patient characteristics based on education

TABLE 3. Patient Characteristics Based On Education

No.	Education	Frequency	Percentage
1	SMP / equivalent	5	5%
2	SMA / equivalent	51	51%
3	Academic	14	14%
4	S 1	29	29%
5	Other	1	1%
Total		100	100%

Source: primary data online questionnaire 2020

From table 3, it can be seen that of the 100 patients who were taken as samples when they ended up at the pharmacy installation of T Hospital at the time of the study and were willing to fill out an online questionnaire to provide patient satisfaction responses to pharmaceutical services based on the level of education as follows: SMP, 5% for high school education level patients, 51% for academic education, 14% for patients with S1 education level 29% and others 1%

The results showed that patients or respondents who used pharmaceutical services at the pharmacy installation of a tridimensional hospital at the time of the study were conducted based on the level of

education, the most were high school students with a percentage of 51%. conversely the least are others, SMP, and S1 with a percentage of 1%. This percentage is supported by the composition of the Cibinong community population based on education level, where the average level of education of the Cibinong community is at the SMA education level. This is due to several factors, one of which is the economic capacity of the Cibinong community which is still limited so that it affects their level of education.

4.3 Patient characteristics based on occupation.

TABLE 4. Patient characteristics based on occupation

No.	Profession	Frequency	percentage
1.	Housewife	10	10%
2.	Pns / tni / porli	6	6%
3.	Lecturer / teacher	15	15%
4.	entrepreneur	6	6%
5.	Employees	25	25%
6.	Labor	2	2%
7.	Etc	36	36%
Total		100	100%

Source: primary data online questionnaire 2020

From table 4 above, it can be seen that respondents or patients who use services at the trimitra hospital pharmacy installation are based on work, namely 10% for housewives, 6% for civil servants / tni / porli, 15% for teachers / lecturers, 6% for self-employed, 25% for employees, 2% for laborers, 36% for others (not working / students).

The results showed that patients or respondents who used pharmaceutical services at the pharmacy installation at the time of the study were based on the majority of occupations (not working / student) with a percentage of 36%. Conversely, the least amount are workers with a percentage of 2%.

4.4 Patient characteristics based on income

TABLE 5. Patient characteristics based on income

No.	Age	Frequency	Percentage
1.	Not yet income	39	39%
2.	Rp. 500,000-Rp. 1,000,000	8	8%
3.	IDR 1,000,000-IDR 2,000,000	10	10%

4.	Rp. 2,000,000-Rp. 3,000,000	24	24%
5.	≥Rp. 3,000,000	19	19%
Total		100	100

Source: Primary data online questionnaire 2020

pharmacy installation are based on income, namely 39% for those who do not have income, 8% for those who are Rp. 500,000 - Rp. 1,000,000, 10% for those who are Rp. 1,000 .000 - Rp. 2,000,000, 24% for the Rp. 2,000,000 - Rp. 3,000,000, 19% for those who are ≥ IDR 3,000,000. The results showed that patients or respondents who used pharmacy services at the pharmaceutical installation at the time of the study were based on the highest income in the percentage of unpaid income, namely 39% and the lowest was in the percentage of 8% with an income of Rp. 500,000 - 1,000,000.

4.5 Satisfaction level

On the basis of the understanding of satisfaction includes the ratio or comparison between the level of importance and the perceived performance or results.

4.5.1 Reliability Dimension

The Reliability dimension suggests the ability of the service provider to perform the delivery of the service as accurately as promised. In this part Reliability is the patient's assessment of the speed or accuracy of the T Hospital in providing pharmaceutical services to patients at the time of the visit. The following is a recapitulation of the average level of patient satisfaction with the reliability dimension.

TABLE 6. Level of Patient Satisfaction Against Dimensions of Reliability

No.	Type of Question	Total score	Percentage	Criteria
1.	The pharmacy officer explains how to use the drug	228	58%	Quite satisfied
2.	Pharmacy officers provide information about the usefulness of the drugs given	212	53%	Less satisfied
3.	The pharmacy officer explains the dosage of drugs to be taken	215	57%	Quite satisfied
4.	The pharmacist explains how to store medicines at home	234	57%	Quite satisfied
5.	The pharmacist explained about the side effects of the drug	216	53%	Less satisfied
6.	The suitability of the label / label printed on the drug is the same as the explanation of the pharmacy officer	217	54%	Less satisfied
Average		220.3	55.3%	Quite satisfied

(Source: Primary Data Online Questionnaire 2020)

From the table above, it is known that the level of reliability provided by the T Pharmacy Installation starts from receiving patient prescriptions to service and delivery of drugs to patients at the Pharmacy Installation who are satisfied with the services provided with a percentage of 55.3% in the reliability dimension. This happens because pharmacy officers are less competent in providing information about the uses and side effects of drugs. The results of this study are smaller than that of Susi Novaryatiin, et al. at

Murdjani Hospital Sampit with a reliability percentage of 65.6%.(5).

4.5.2 Dimension of Responsiveness

The Responsiveness dimension indicates an organization's employees' willingness to provide the consumers a prompt service. Responsiveness is the result of patient assessment of the responsiveness of the Pharmacy staff at T Hospital in handling the needs of visiting patients. The responsiveness dimension focuses on the willingness and catching power of employees in providing services(6)

TABLE 7. Patient Satisfaction Levels in Dimension of Responsiveness

No.	Question type	Score	Percentage	Criteria
1	Medicines given on time by pharmacy officers	225	56%	Quite satisfied
2	The procedure for submitting information is clear and easy to understand	230	57%	Quite satisfied
3	Pharmacy officers are present at the appointed time according to working hours	231	56%	Quite satisfied

4	Pharmacy officers are skilled and proficient in serving patients	232	56%	Quite satisfied
Average		229.5	56.2%	Quite satisfied

(Source: Primary Data Online Questionnaire 2020)

From the table above, it can be seen that the level of satisfaction of the patient or the patient's family at the Trimitra Cibinong Hospital Pharmacy Installation towards the Capability dimension (Responsiveness) is 56.2% of patients. Based on the percentage of this criterion, it is categorized as quite satisfied. The results of this study are smaller than the study of Suci Novaryatiin, et al. with a catchment dimension percentage of 67.6%. But the results of this study are better than the study by Gayatri Citraningtyas, et al, who said that there are still many patients who feel dissatisfied in the Responsiveness dimension. Capability and responsibility of pharmaceutical personnel, the ability to solve problems quickly and

precisely, willingness to take the time to serve patients, delivery of

information that is clear and easy to understand are important elements in improving service quality. In fact, many hospitals hold training for their employees. With the increasing availability of service time and neat and orderly services, it can increase patient satisfaction and improve the quality of hospital services(7).

4.5.3 Dimension of Assurance (Guarantee)

The Assurance dimension concentrates on an organization's pharmacy technician's knowledge and courtesy as well as their ability to inspire trust and confidence to consume.

TABLE 8. Patient Satisfaction Levels on the Dimension of Assurance

No	Type of Question	Score	Percentage	Criteria
1	All drugs contained in the prescription are always available in the pharmaceutical installation	243	61%	Quite satisfied
2	The medicine received by the patient is in good condition	236	58%	Quite satisfied
3	The cost / price of the drug can be reached by the patient	235	58%	Quite satisfied
4	Medicines received by patients on clear and clean label labels	221	55%	Less satisfied
Average		233.7	58%	Quite satisfied

Based on Table 8, it shows that patient satisfaction with patient service in the assurance dimension is quite satisfied with a percentage of 58% of patients feel quite satisfied because the services provided can make patients feel confident in the information provided. This result is smaller than the study of Suci Novaryatiin, et al. with a percentage of 72.2% of patients were satisfied. This result is in accordance with the research of Gayatri, et al. that many patients are dissatisfied in this dimension. With a percentage of 58%, which means that it is still in the quite satisfied range, the service at T Hospital Bogor is still quite far from the patient's expectations. This shows that the services in this dimension do not meet the existing standards and do not even make patients feel satisfied with the services provided. The lowest component

value is the drug received by the patient in clear and clean labels, which means that there are still many patients who are dissatisfied due to the presentation of the drug with unclear and clean label tags. Based on these results, it can be an advice for RS T Bogor to notice for packaging aesthetics and clarity of writing on labels or it can also be a computerized system for labels so that drug information becoming easier to read.

4.5.4 The Empathy Dimension

The Empathy dimension consists of the ability of the organization's employees to provide caring and personalized attention to consumers .Empathy is the behavior of employees that is able to foster patient trust in the hospital.

TABLE 9. the level of patient satisfaction with empathy

No.	Type of Question	Score	Percentage	Criteria
1.	Pharmacy officers give good and fast responses to patient complaints	226	57%	Quite satisfied
2.	Pharmacy officers are friendly and polite to patients when administering drugs	219	54%	Less satisfied

3.	Pharmacy officers serve patients regardless of the patient's social status	213	53%	Less satisfied
4	Pharmacy officers serve patients according to the queue number	236	59%	Quite satisfied
Average		223.5	55.75%	Quite satisfied

Based on table 9, it shows that patient satisfaction with patient service in the dimension of empathy is quite satisfied with a percentage of 55.75% of patients, because the hospital cares for the patient and prioritizes the patient's needs first. This result is smaller than the study conducted by Susi Novaryatiin, et al. with a percentage of 65.6% of patients were satisfied. The results of this study are in line with the research of Gayatri Citraningtyas, et al, which states that there is still no patient satisfaction in pharmacy services in this dimension. Based on the results in the table, there are still many patients who are not satisfied with the service of pharmacy officers who sometimes still differentiate between patients' social status, and

there are even pharmacy officers who are still not friendly or impolite to patients when giving medicine.(2,3,5)

4.5.5 Tangibles Dimensions

Tangibles are part of the appearance of services seen directly by the patient such as room, cleanliness, completeness of facilities and appearance of officers. The patient's expectation is the patient's reliance before receiving services which will later be used as a standard or reference in assessing services. This dimension is also a form of embodiment of existing facilities and officers who provide services.

TABLE 10. levels of patient satisfaction with Tangibles

No.	Type of Question	Score	Percentage	Criteria
1.	The lounge area is adequate	248	60%	Quite satisfied
2.	The seats in the pharmacy room are sufficient	250	62%	Quite satisfied
3.	Pharmacy room is clean and tidy	234	58%	Quite satisfied
4.	The pharmacy installation has facilities such as buildings, parking lots and toilets	252	62%	Quite satisfied
5.	Availability of posters and leaflets (brochures) in pharmaceutical installations	192	58%	Quite satisfied
Average		1,174	58.5%	Quite satisfied

Based on Figure 10, it shows that patient satisfaction with the Tangibles dimension service (Physical Evidence) is quite satisfied with a percentage of 58.5%. Because the patient feels the facilities provided have made the patient feel comfortable. The results of this study are in line with the research of Gayatri Citraningtyas, et al. Which shows that the patient is still less satisfied in this dimension. The results of this study are smaller than the study of Susi Novaryatiin, et al, with a satisfaction percentage of 68.6%.

5. CONCLUSIONS AND FURTHER RESEARCH

The level of patient satisfaction is the most important component in assessing the quality of hospital services. Based on research data that has been

obtained where the percentage of reliability is 55.3%, responsiveness is 56.2%, Assurance is 58%, Empathy is 55.75%, Tangibles is 58.5%. Based on the results of this study, it can be concluded that the pharmacy service at RS T Bogor is still at a quite satisfied level

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