

# Analysis of Patient Satisfaction with Pharmaceutical Services at the Northern Region Primary Health Center of Kediri City in 2019

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## ABSTRACT

Pharmaceutical services are an integral component of the health care system at primary health center. One of the quality indicators in pharmaceutical services at the Northern Region Primary Health Center of Kediri City is patient satisfaction. This study aims to analyze patient satisfaction with pharmaceutical services at the Northern Region Primary Health Center of Kediri City in 2019. Using a cross-sectional design, the study involved 110 respondents selected through accidental sampling. Data were collected using a standard questionnaire from Regulation of the Minister of Health of the Republic of Indonesia No. 74 of 2016 and analyzed using the Community Satisfaction Index method. The results showed a Community Satisfaction Index value of 3.19 (equivalent to 79.66 after conversion), indicating a satisfaction level of "Satisfied" with a service quality of "B". The service element with the highest score was the friendliness of the pharmacist/ pharmacy technician (3.40), while the availability of written educational materials received the lowest score (2.96). This study concludes that although pharmaceutical services at the Northern Region Primary Health Center of Kediri have reached a good level of satisfaction, there are still some aspects that require improvement, especially in terms of physical facilities and the provision of health information.

**Keywords :** Patient satisfaction, Pharmaceutical services

## INTRODUCTION

Pharmaceutical services are an integral component of the health care system that aims to improve the quality of life of patients. In the context of community health centers, pharmaceutical services are one of the important indicators in assessing the overall quality of health services. According to Wiedenmayer et al. (2016), quality pharmaceutical services can improve patient adherence to medication and reduce the risk of medication errors (Wiedenmayer, 2006). Therefore, evaluation of patient satisfaction with pharmaceutical services is crucial in efforts to improve the quality of health services at the primary level.

Patient satisfaction with pharmaceutical services is influenced by various factors, including service speed, drug availability, and the quality of information provided by pharmacist. Research conducted by Monika Kawahe (2015) shows that the level of patient satisfaction with pharmaceutical services at the primary health center has a positive correlation with the level of patient compliance in undergoing treatment (Kawahe et al., 2015). This confirms the importance of understanding and improving patient satisfaction with pharmaceutical services, especially in first-level health facilities such as primary health center.

In the of Kediri city, especially in the Northern Region Primary Health Center of Kediri City, they play a vital role in providing health services to the community. However, so far there

has been no comprehensive study analyzing the level of patient satisfaction with pharmaceutical services in the region. In fact, according to Monika Kawahe (2015), analyzing patient satisfaction can be an effective instrument in identifying areas that require improvement in the health care system (Kawahe et al., 2015).

analyzing patient satisfaction can be an effective instrument in identifying areas that require improvement in the health care system (Kawahe et al., 2015). Thus, this study is expected to fill this information gap and provide an empirical basis for improving the quality of pharmaceutical services at the Northern Region Primary Health Center of Kediri City.

The importance of this research is also supported by the findings of Yuliasari et al. (2015) which show that patient satisfaction with pharmaceutical services has a significant impact on the image of primary health center and public trust in government health services (Yaseer, 2013). In the context of decentralization of health services, local governments have a great responsibility in ensuring the quality of health services, including pharmaceutical services. Therefore, the results of this study are expected to be valuable input for policy makers at the local level to formulate strategies to improve the quality of pharmaceutical services that are more targeted.

## METHODS

This study used a cross-sectional design with a quantitative approach, conducted at the Northern Region Primary Health Center of Kediri City from April to June 2019. The population of this study were all outpatients at the Northern Region Primary Health Center of Kediri City who received pharmaceutical services. The study sample was 110 people, selected using accidental sampling technique with the inclusion criteria of patients aged  $\geq 18$  years who can communicate well. The research instrument was a questionnaire contained in the Regulation of the Minister of Health of the Republic of Indonesia Number 74 of 2016 concerning Pharmaceutical Service Standards at Primary Health Centers, covering five dimensions of service quality, consisting of 10 questions measured on a 4-point Likert scale. Data were collected through direct interviews by trained enumerators. Data analysis included descriptive statistics for respondent characteristics and satisfaction levels, and inferential analysis (chi-square test and logistic regression) to identify factors affecting patient satisfaction. The Community Satisfaction Index was calculated based on government regulations. The study received ethical approval, and statistical analysis used SPSS version 25.0 with a significance level of  $p < 0.05$ .

## RESULTS

The value of patient satisfaction with pharmaceutical services at the Northern Region Primary Health Center of Kediri City in each element assessed is presented in Table 1.

Tabel 1. Conversion table of service quality and service room performance scores

| Value | CSI Interval | CSI<br>Conversion<br>Interval | Quality of<br>Service | Service<br>Performance |
|-------|--------------|-------------------------------|-----------------------|------------------------|
| 1     | 1,00 — 1,75  | 25 — 43,75                    | Less Satisfied        | Not good               |
| 2     | 1,76 - 2,500 | 43,76 – 62,50                 | Quite Satisfied       | Not good               |
| 3     | 2,51 - 3,25  | 62,51 – 81,25                 | Satisfied             | Good                   |
| 4     | 3,26 — 4,00  | 81,26 — 100,00                | Very Satisfied        | Very good              |

| Service Element                                                                       | Service Element value |           |
|---------------------------------------------------------------------------------------|-----------------------|-----------|
| 1. Pharmacist/ pharmacy technician responsiveness to patients                         | 3,37                  | Very good |
| 2. Cleanliness of the waiting room                                                    | 3,04                  | Good      |
| 3. Waiting room comfort                                                               | 3,03                  | Good      |
| 4. Completeness of medicines and medical devices                                      | 3,13                  | Good      |
| 5. Appropriateness of drug prices                                                     | 3,26                  | Very good |
| 6. Speed of medicine service                                                          | 3,23                  | Good      |
| 7. Friendliness of the Pharmacist/ pharmacy technician                                | 3,40                  | Very good |
| 8. Skill Pharmacist/ phammacy technician in provide drug information                  | 3,31                  | Very good |
| 9. Speed of cashier service                                                           | 3,14                  | Good      |
| 10. Availability of brochures, leaflets, posters etc. as medicine/ health information | 2,96                  | Good      |
| Community Satisfaction Index                                                          |                       | 3,19      |
| CSI value after conversion<br>= Index Value x base values = 3.19 x 25                 |                       | 79,66     |
| Quality of Service                                                                    |                       | B         |
| Patient Satisfaction with Pharmaceutical Services                                     |                       | Satisfied |

Tabel 2. Value of service elements and community satisfaction index for pharmaceutical services at the Pharmacy Room of the North Region City Health Center in 2019

## DISCUSSION

Satisfaction is the level of state that a person feels which is the result of comparing the perceived product appearance in relation to one's expectations (Kotler, 2008). The level of satisfaction is a function of the difference between perceived performance and expectations of the officer's approach or behaviour, the patient's feelings when he first came, and the quality of information received.

Pharmaceutical services at primary health centers have two functions, there are drug management and clinical pharmacy services (Kementerian Kesehatan Republik Indonesia, 2016). Pharmaceutical services aim to fulfil the patient's drug needs and ensure that the patient is compliant with treatment. The measure of the success of primary health centers delivery is determined by the level of patient satisfaction with the receipt of services. Satisfaction of service receipt is achieved if the service recipient obtains the service as needed and expected. Therefore, periodically service providers need to know the community's satisfaction with the services provided (Tjiptono & Chandra, 2012).

In measuring patient satisfaction with pharmaceutical services at primary health centers, a standard instrument is used which is contained in the standard of pharmaceutical services at primary health centers (Kementerian Kesehatan Republik Indonesia, 2016). This questionnaire consists of 10 questions consisting of the responsiveness, friendliness, and speed of service of the Pharmacist/ pharmacy technician to patients, cleanliness and comfort of the waiting room, completeness and price of drugs, the ability of the Pharmacist/ pharmacy technician to provide drug information, and the availability of drug information such as brochures, leaflets, posters. The data from the patient satisfaction questionnaire was processed by referring to the Regulation of the Minister of Administrative Reform and State Reform Bureaucracy of the Republic of Indonesia Number 14 of 2017, so as to obtain the quality of service and performance of the service room as presented in Table 1 (Menteri Pendayagunaan Aparatur Negara Dan Reformasi Birokrasi Republik Indonesia, 2017).

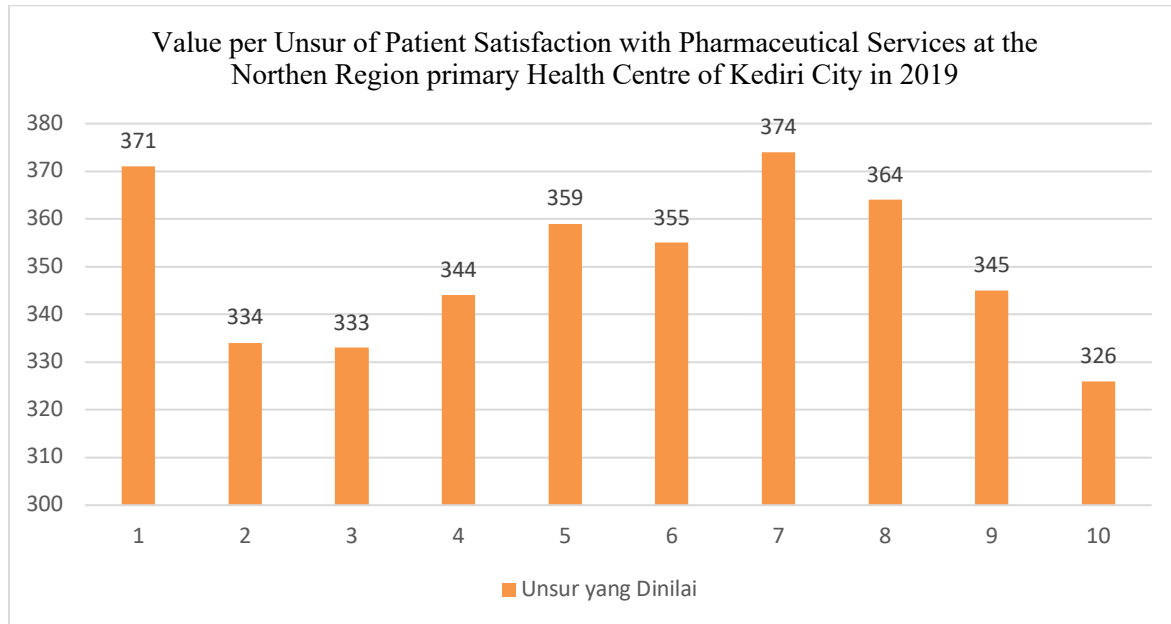
The results showed that the Community Satisfaction Index for pharmaceutical services at the Northern Region Primary Health Center of Kediri City reached a value of 3.19 or equivalent to 79.66 after conversion. According to the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017, this value is included in the service quality category "B" which means "Satisfied". This indicates that in general, patients are satisfied with the pharmaceutical services provided. This finding is in line with the research of Yaseer Thariq et al. (2013) which shows that patient satisfaction with pharmaceutical services has a positive impact on the image of the Primary Health Centers (Yaseer, 2013).

The element of service that received the highest score was "Pharmacist/ pharmacy technician Friendliness" with a score of 3.40. This shows that the interpersonal aspect of pharmaceutical services is highly valued by patients. According to Wiedenmayer et al. (2016), the friendliness of pharmacy staff is one of the key factors in improving patient satisfaction and medication adherence (Wiedenmayer, 2006). This emphasizes the importance of soft skills in health services, especially in the pharmaceutical field.

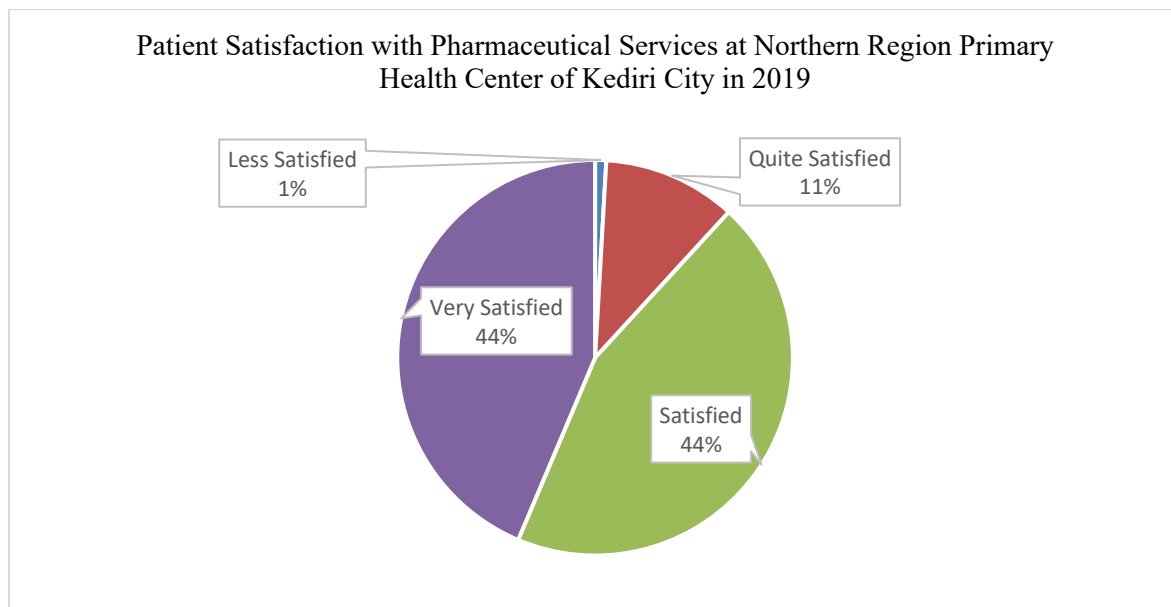
"Pharmacist/ pharmacy technician responsiveness to patients" received the second highest score of 3.37. This indicates that patients appreciate the quick response and attention provided by pharmacy staff. This finding is consistent with Monika Kawahe's research (2015) which states that the responsiveness of health workers is positively correlated with the level of patient satisfaction (Kawahe et al., 2015).

"Pharmacist/ pharmacy technicians ability to provide drug information" scored 3.31, the third highest score. This indicates that patients value the important role of pharmacists as a source of information about medicines. Deladari (2015) and Ekadipta et al. (2019) emphasize that the provision of adequate drug information is an important component in quality pharmaceutical services (Ekadipta et al., 2019).

"Appropriateness of drug prices" received a score of 3.26, indicating that patients are quite satisfied with the drug prices offered. However, it should be noted that this aspect still has room for improvement. Rama Joko Darmawan (2017) highlights the importance of drug price transparency in building patient trust in health services (Darmawan & Satrio, 2017). Patients visiting the Northern Region Primary Health Center of Kediri City are categorized into 3 groups: insurance, subsidized, and general patients. Insurance patients consist of patients who are members of government health insurance and local government health insurance. Insurance patients have their payments covered by insurance so that patients do not pay anything including for medicine. Subsidized patients are patients who are residents of the city of Kediri. This is evidenced by the ownership identity card of Kediri City. Subsidized patients do not pay anything including for drug purposes because it has been guaranteed by the Government of Kediri City. While general patients are patients who do not have insurance and are not residents of Kediri city. General patients pay a drug fee of Rp500 for non-compounded prescriptions and Rp2000 for compounded prescriptions.



"Speed of drug service" with a score of 3.23 indicates that the efficiency in drug provision is quite good, but there is still room for improvement. The efficiency of drug services not only increases patient satisfaction but can also improve adherence to treatment, as stated by Puspitasari et al. (2016) (Puspitasari et al., 2016).



Completeness of drugs and medical devices" received a score of 3.13, indicating that the availability of drugs and medical devices at the primary health center is adequate but still needs to be improved. Adequate drug availability is an indicator of good pharmaceutical service quality, as stated by Rahmawati et al. (2018) (Rahmawati et al., 2018).

"Cleanliness of the waiting room" and "Comfort of the waiting room" received relatively low scores, 3.04 and 3.03 respectively. This shows that the physical aspects of service facilities still need more attention. According to Trisnantoro et al. (2017), a comfortable and clean physical environment can increase patients' positive perceptions of the overall quality of health services (Trisnantoro, L., Hendrartini & Susilowati, 2017).

The service element with the lowest score was "Availability of brochures, leaflets, posters etc. as drug/health information" with a score of 2.96. This indicates that primary health center needs to improve the provision of written educational materials for patients. Hartayu et al. (2015) emphasized the importance of written educational materials in improving patients' understanding of their treatment and health conditions (Hartayu et al., 2015).

Overall, the results of this study indicate that pharmaceutical services at the Northern Region Primary Health Center of Kediri City have reached a good level of satisfaction. However, there are still some aspects that require improvement, especially in terms of physical facilities and the provision of health information. Improvements in these aspects are expected to increase patient satisfaction and ultimately contribute to improving the overall quality of health services.

## CONCLUSION

Based on the results of this study, it can be concluded that pharmaceutical services at the Northern Region Primary Health Center of Kediri City in 2019 have achieved a good level of satisfaction, with a Community Satisfaction Index of 3.19 or equivalent to 79.66 after conversion, which is included in the "B" or "Satisfied" service quality category. The aspect of Pharmacist/ pharmacy technician friendliness received the highest score, showing the importance of interpersonal factors in pharmaceutical services. However, some areas still require improvement, especially in terms of providing written educational materials and physical facilities such as cleanliness and comfort of the waiting room. These findings indicate that although pharmaceutical services have generally met patients' expectations, there is still room for improvement to enhance the overall quality of service. Improvements in the aspects that received lower scores are expected to increase patient satisfaction and ultimately contribute to improving the quality of health services at the Northern Region Primary Health Center of Kediri City.

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