

## Analysis of Patient Satisfaction with Pharmaceutical Services at Pharmacy Faeyza Farma Banyuwangi Regency

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### ABSTRACT

Pharmaceutical services are an integral part of the health system and are essential in realizing quality health for the community. This study used a quantitative descriptive approach to provide an objective picture of the condition of pharmaceutical services at Faeyza Farma Pharmacy in Banyuwangi Regency. Data were collected through questionnaires distributed to patients and families of patients who visited the pharmacy. Sampling was systematically randomized to ensure the representativeness of the population under study. The results showed that most patients were satisfied with pharmaceutical services at Faeyza Farma Pharmacy, with an average value of the gap between expectations and a tiny realization of -0.06. Based on patient satisfaction standards based on five dimensions, most patients are satisfied with the services at the Faeyza Farma Pharmacy, with an average satisfaction percentage of 80%, which is in the satisfied category. Based on the Importance and Performance Matrix Analysis, all question items in the questionnaire related to the five dimensions of pharmaceutical services at the Faeyza Farma Pharmacy are in quadrant II, which indicates that the service is good and needs to be maintained.

**Keywords :** Patient Satisfaction, Pharmaceutical Services, Pharmacist, Pharmacy.

### INTRODUCTION

Pharmaceutical services are an integral part of the health system and play a vital role in realizing quality health for the community. As a form of health service, pharmaceutical services not only focus on the technical aspects of drug provision but also include other aspects that contribute to a holistic understanding of health, such as drug education, disease management, and monitoring drug side effects. In this context, pharmacists, as the leading practitioners in the field of pharmacy, have a great responsibility to provide quality and patient-oriented services.

Interestingly, pharmaceutical services are not only the professional responsibility of pharmacists but also an essential factor influencing consumer perception and satisfaction with pharmacy services. The physical appearance of the pharmacy, the friendliness of the staff, the availability of drug information, the speed of service, and, of course, the quality of the drugs provided are some factors that influence consumer perceptions of pharmaceutical services. Therefore, efforts to improve the quality of pharmaceutical services will help fulfill the professional demands of pharmacists and be a smart business strategy for pharmacies to maintain and increase their customer base.

Pharmacies, as the leading pharmacy practice site, are crucial in providing pharmaceutical services to the community. In Banyuwangi Regency, Faeyza Farma Pharmacy is one example of a pharmacy striving to provide patients with the best service. With an estimated patient visit of around 15 people per day, Faeyza Farma Pharmacy is committed to providing optimal service and ensuring that the community's health needs are well met.

Therefore, research on the quality of pharmaceutical services at Faeyza Farma Pharmacy in Banyuwangi Regency is very relevant. By understanding patient perceptions and satisfaction with the pharmaceutical services provided and evaluating the professionalism of pharmaceutical personnel in

carrying out their duties, we can provide valuable input for pharmacy managers to improve the quality of their services. The main objective of this study is to determine the extent of the quality of pharmaceutical services at Faeyza Farma Pharmacy, with the hope that the results of this study can provide significant benefits for related parties, especially in efforts to improve patient welfare and satisfaction.

## METHODS

This research uses a quantitative descriptive approach to provide an objective description of the conditions studied using numerical data, from data collection and interpretation to presentation of the results (Arikunto, 2006). Data were collected through distributing questionnaires to respondents related to the research subject. The population in this study included all patients and families of patients who visited the Faeyza Farma Pharmacy in Banyuwangi Regency. Sampling was carried out by systematic randomization and calculated based on the formula proposed by Lwanga (1991) to represent the entire population studied.

### A. Data Processing

At this stage, the data collection results from respondents are tidied up, collected, and checked for completeness of answers.

### B. Data Coding

**Table 1.** Coding of Research Questionnaire Data

| Stages      | Score |
|-------------|-------|
| Very Good   | 5     |
| Good        | 4     |
| Fairly Good | 3     |
| Not Good    | 2     |
| Not Good    | 1     |

### C. Data Tabulation

The data that has been scored is then collected and compiled into a table for further analysis.

### D. Entry Data

Data in tabular form is then entered into the SPSS program to be processed and analyzed.

### E. Validity and Reliability Test

#### ● Validity Test

The validity test was carried out to ensure that the instruments used in this study were truly valid for calculating patient satisfaction with pharmaceutical services at the pharmacy. The validity test is useful for ensuring that each question item from the questionnaire used as an instrument is suitable for use. The testing technique used to test the validity of the questionnaire is the Pearson Correlation Coefficient method (Arikunto, 2006).<sup>1</sup> Validity is measured by correlating the score of each statement item with the total score of the statement in the questionnaire and correcting the correlation coefficient value using the Statistical

<sup>1</sup> Arikunto, S. (2006). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta. Azwar, S.

Package for the Social Sciences (SPSS) program.<sup>2</sup>

- Reliability Test

Reliability testing is done by looking at the limit using Cronbach's Alpha, where a factor is declared Reliable if the alpha coefficient is more significant than 0.60.

- Moisture Content Test

A 0.5 - 1 gram of granule is put into the moisture analyzer. Then, the device is activated and waits until the granule moisture value is obtained. The moisture content obtained is recorded. The requirement for the moisture content test is less than 2 - 5% (Rijal et al., 2022). The preferred moisture content is at most 2%, but if it is more than 2%, it is still acceptable if it does not exceed 5%.

F. Respondent Characteristics

- Gender

**Table 2.** Characteristics of Respondents by Gender

| No.   | Gender | Quantity | Percentage (%) |
|-------|--------|----------|----------------|
| 1.    | Male   | 41       | 41%            |
| 2.    | Female | 59       | 59%            |
| Total |        | 100      | 100%           |

- Age

**Table 3.** Characteristics of Respondents by Age

| No.   | Age         | Quantity | Percentage (%) |
|-------|-------------|----------|----------------|
| 1.    | 17-30 years | 26       | 26%            |
| 2.    | 31-50 years | 43       | 43%            |
| 3.    | >50 years   | 31       | 31%            |
| Total |             | 100      | 100%           |

- Education

**Table 4.** Characteristics of Respondents based on Education

| No. | Education   | Quantity | Percentage (%) |
|-----|-------------|----------|----------------|
| 1.  | ELEMENTARY  | 16       | 14%            |
| 2.  | JUNIOR HIGH | 10       | 10%            |
| 3.  | HIGH SCHOOL | 61       | 61%            |

|       |            |     |      |
|-------|------------|-----|------|
| 4.    | University | 15  | 155  |
| Total |            | 100 | 100% |

- Frequency of Visit

**Table 5.** Characteristics of Respondents based on Frequency of Visit

| No.   | Frequency of Visit | Quantity | Percentage (%) |
|-------|--------------------|----------|----------------|
| 1.    | First time         | 25       | 25%            |
| 2.    | 2-5 times          | 38       | 38%            |
| 3.    | More than 5 times  | 37       | 37%            |
| Total |                    | 100      | 100%           |

- Purpose of Arrival at the Pharmacy

**Table 6.** Characteristics of Respondents based on Purpose of Arrival at the Pharmacy

| No.   | Purpose                                   | Quantity | Percentage (%) |
|-------|-------------------------------------------|----------|----------------|
| 1.    | Obtaining medicine by prescription        | 16       | 16%            |
| 2.    | Obtaining medicine without a prescription | 84       | 84%            |
| Total |                                           | 100      | 100%           |

- Patient Satisfaction Level Analysis

A feeling of pleasure towards the quality of service consumers feel for the expected service is a separate satisfaction for these consumers. Assessing consumer satisfaction can be done using 5 dimensions, namely the dimensions of physical facilities (tangible), reliability, responsiveness, confidence or assurance, and care or empathy. The following are the results of research on pharmaceutical service satisfaction in the 5 dimensions of service as follows:

**Table 7.** Respondents' perceived assessment of the dimensions of physical facilities (tangible)

| No. | Question                          | Question Value |    |           |    |             |     |      |     |           |     | Average perceived value |
|-----|-----------------------------------|----------------|----|-----------|----|-------------|-----|------|-----|-----------|-----|-------------------------|
|     |                                   | Not good       |    | Less Good |    | Good enough |     | Good |     | Very good |     |                         |
|     |                                   | N              | %  | N         | %  | N           | %   | N    | %   | N         | %   |                         |
|     |                                   |                |    |           |    |             |     |      |     |           |     |                         |
| A1. | The pharmacy is easily accessible | 2              | 2% | 2         | 2% | 20          | 20% | 55   | 55% | 21        | 21% | 3,91                    |
| A2. | The pharmacy looks                | 0              | 0% | 0         | 0% | 16          | 16% | 61   | 61% | 23        | 23% | 4,07                    |

|     |                                                                        |   |    |   |    |    |     |    |     |    |     |      |
|-----|------------------------------------------------------------------------|---|----|---|----|----|-----|----|-----|----|-----|------|
|     | clean and tidy                                                         |   |    |   |    |    |     |    |     |    |     |      |
| A3. | Availability of brochures, posters, etc. as drug or health information | 5 | 5% | 7 | 7% | 27 | 27% | 46 | 46% | 15 | 15% | 3,59 |
| A4. | Adequate parking space available                                       | 0 | 0% | 2 | 2% | 31 | 31% | 46 | 46% | 21 | 21% | 3,86 |

| No. | Question                                                               | Question Value |    |           |    |             |     |      |     |           |     | Average expected value |
|-----|------------------------------------------------------------------------|----------------|----|-----------|----|-------------|-----|------|-----|-----------|-----|------------------------|
|     |                                                                        | Not good       |    | Less Good |    | Good enough |     | Good |     | Very good |     |                        |
|     |                                                                        | N              | %  | N         | %  | N           | %   | N    | %   | N         | %   |                        |
| A1. | The pharmacy is easily accessible                                      | 0              | 0% | 0         | 0% | 27          | 27% | 48   | 48% | 25        | 25% | 3,98                   |
| A2. | The pharmacy looks clean and tidy                                      | 0              | 0% | 1         | 1% | 25          | 25% | 47   | 47% | 27        | 27% | 4,00                   |
| A3. | Availability of brochures, posters, etc. as drug or health information | 4              | 4% | 8         | 8% | 26          | 26% | 40   | 40% | 22        | 22% | 3,68                   |
| A4. | Adequate parking space available                                       | 0              | 0% | 1         | 1% | 26          | 26% | 50   | 50% | 23        | 23% | 3,95                   |

**Table 8.** Respondents' perceived assessment of the reliability dimension

| No. | Question                                                               | Question Value |    |      |    |        |     |      |     |      |     | Average<br>perceived<br>value |
|-----|------------------------------------------------------------------------|----------------|----|------|----|--------|-----|------|-----|------|-----|-------------------------------|
|     |                                                                        | Not            |    | Less |    | Good   |     | Good |     | Very |     |                               |
|     |                                                                        | good           |    | Good |    | enough |     |      |     | Good |     |                               |
|     |                                                                        | N              | %  | N    | %  | N      | %   | N    | %   | N    | %   |                               |
| B1. | Patients get information about drugs clearly and easily understandable | 0              | 0% | 1    | 1% | 14     | 14% | 54   | 54% | 31   | 31% | 4,15                          |
| B2. | Pharmacists can provide solutions to problems faced by                 | 0              | 0% | 2    | 2% | 21     | 21% | 53   | 53% | 24   | 24% | 3,99                          |

patients

|                                                                                                  |   |    |   |    |   |    |    |     |    |     |      |
|--------------------------------------------------------------------------------------------------|---|----|---|----|---|----|----|-----|----|-----|------|
| B3. Pharmacists provide information on what needs to be avoided about the use of necessary drugs | 1 | 1% | 2 | 2% | 7 | 7% | 66 | 66% | 24 | 24% | 4,10 |
|--------------------------------------------------------------------------------------------------|---|----|---|----|---|----|----|-----|----|-----|------|

**Table 9.** Expected respondent ratings on the reliability dimension

| No. | Question                                                                                     | Question Value |    |           |    |             |     |      |     |           |     | Average expected value |
|-----|----------------------------------------------------------------------------------------------|----------------|----|-----------|----|-------------|-----|------|-----|-----------|-----|------------------------|
|     |                                                                                              | Not good       |    | Less Good |    | Good enough |     | Good |     | Very Good |     |                        |
|     |                                                                                              | N              | %  | N         | %  | N           | %   | N    | %   | N         | %   |                        |
|     |                                                                                              |                |    |           |    |             |     |      |     |           |     |                        |
| B1. | Patients get information about drugs clearly and easily understandable                       | 0              | 0% | 6         | 6% | 10          | 10% | 54   | 54% | 30        | 30% | 4,08                   |
| B2. | Pharmacists can provide solutions to problems faced by patients                              | 3              | 3% | 7         | 7% | 17          | 17% | 48   | 48% | 25        | 25% | 3,85                   |
| B3. | Pharmacists provide information on what needs to be avoided about the use of necessary drugs | 0              | 0% | 2         | 2% | 15          | 15% | 58   | 58% | 25        | 25% | 4,06                   |

**Table 10.** Respondents' perceived assessment of the responsiveness dimension  
(*responsiveness*)

| No. | Question                  | Question Value |    |           |    |             |    |      |     |           |     | Average perceived value |
|-----|---------------------------|----------------|----|-----------|----|-------------|----|------|-----|-----------|-----|-------------------------|
|     |                           | Not good       |    | Less Good |    | Good enough |    | Good |     | Very Good |     |                         |
|     |                           |                |    |           |    |             |    |      |     |           |     |                         |
|     |                           | N              | %  | N         | %  | N           | %  | N    | %   | N         | %   |                         |
| C1. | Speed of medicine service | 1              | 1% | 0         | 0% | 7           | 7% | 64   | 64% | 28        | 28% | 4,18                    |

|     |                                                                    |   |    |   |    |    |     |    |     |    |     |      |
|-----|--------------------------------------------------------------------|---|----|---|----|----|-----|----|-----|----|-----|------|
| C2. | Speed of cashier service                                           | 1 | 1% | 6 | 6% | 30 | 30% | 46 | 46% | 17 | 17% | 3,72 |
| C3. | Pharmacists are responsive to patient complaints                   | 0 | 0% | 4 | 4% | 28 | 28% | 49 | 49% | 19 | 19% | 3,83 |
| C4. | Pharmacists provide written drug information when patients need it | 0 | 0% | 4 | 4% | 16 | 16% | 57 | 57% | 23 | 23% | 3,99 |

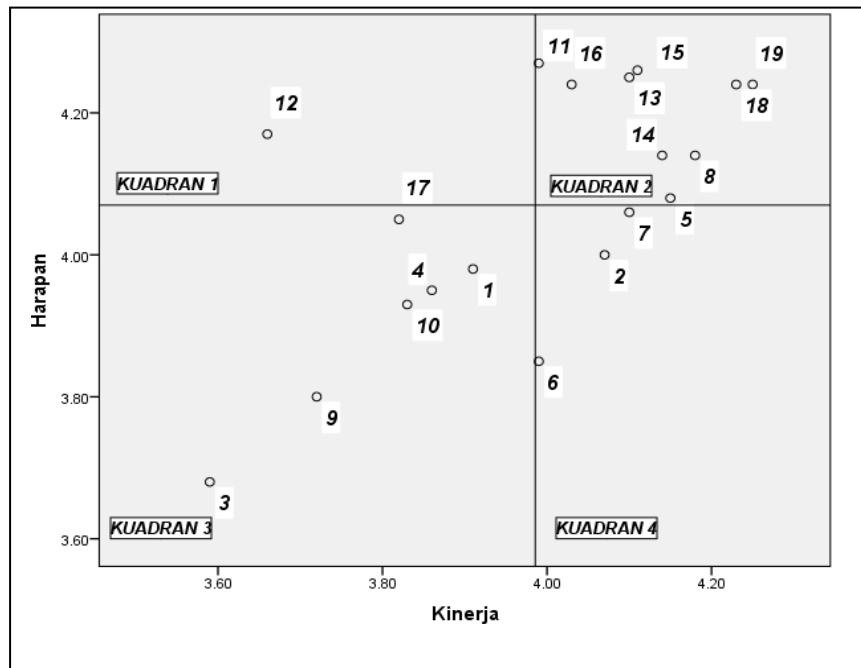
**Table 11.** Research Results on Patient Satisfaction Level at Faeyza Farma Pharmacy in 5 Dimensions of Pharmaceutical Services

| No | Pharmaceutical Services                          | Average |            | Mean Gap | Satisfaction Percentage |
|----|--------------------------------------------------|---------|------------|----------|-------------------------|
|    |                                                  | Hope    | Experience |          |                         |
| 1. | Dimension of Physical Facilities<br>(Tangible)   | 3,90    | 3,86       | -0,04    | 77,1%                   |
| 2. | Dimension of Reliability<br>(Reliability)        | 4,08    | 4,00       | -0,08    | 81,6%                   |
| 3. | Dimension of Responsiveness<br>(Responsiveness)  | 4,00    | 3,93       | -0,07    | 78,6%                   |
| 4. | Dimensions of Confidence / Assurance (Assurance) | 4,03    | 4,00       | -0,03    | 80,1%                   |
| 5. | Dimensions of Care / Empathy<br>(Empathy)        | 4,19    | 4,08       | -0,11    | 82,0%                   |

- Importance and Performance Matrix Analysis

The level of patient satisfaction at the Faeyza Farma Pharmacy was analyzed using the Importance and Performance Matrix. This analysis is presented as a matrix between the expectations and feelings of patients with pharmaceutical services obtained by patients. The matrix describes 4 quadrants based on the average expected and average perceived values. The function of this quadrant is to see the priority scale that should be of concern to the manager of a pharmaceutical service based on the expected and perceived values so that it can become a recommendation for pharmacy managers to improve their services later. In the picture above,

some results can be analyzed, namely :



◆ Quadrant 1

The questions in quadrant 1 are considered necessary by patients. However, what is perceived in pharmaceutical services needs to be considered more by patients. These questions are about available drugs (12) and pharmacists wearing neat clothes (17). This shows that the Faeyza Farma Pharmacy must improve its performance in this quadrant because the expectations of patients have yet to be maximally achieved to achieve the desired patient satisfaction.

◆ Quadrant 2

The questions in this quadrant are considered necessary by patients, and the performance patients feel in pharmaceutical services is based on patient expectations. These questions are that patients get information about drugs clearly and easily understood (5), the speed of drug service (8), pharmacists provide written drug information if the patient needs it (11), the drugs purchased are guaranteed quality (13), the drugs provided are what is needed (14), pharmacists have good knowledge and skills at work (15), pharmacists serve friendly and smiling (16), pharmacists provide services to all patients regardless of social status (18), and pharmacists pay attention to patient complaints (19). This shows that the Faeyza Farma Pharmacy has done this service well to achieve patient satisfaction.

◆ Quadrant 3

Patients consider the questions in this quadrant less critical, and the perceived performance in service could be better. These questions are about pharmacies that are easily accessible (1), the availability of brochures, posters, etc., as drug or health information (3), whether adequate parking is available (4), the speed of cashier service (9), and pharmacists are quick to respond to patient complaints (10), pharmacists wear neat clothes (17). This shows that the Faeyza Pharmacy must improve the performance of these questions to achieve patient satisfaction.

◆ Quadrant 4

Patients consider the questions in this quadrant less critical, but they perceive the performance in their implementation as very good. These questions are whether the pharmacy looks clean and tidy (2), whether pharmacists are able to provide solutions to problems faced by patients (6), and whether pharmacists provide information on what needs to be avoided regarding the use of necessary drugs (7). This shows that the Faeyza Farma Pharmacy must maintain the performance of

these questions but be moderate in their implementation.

## **RESULTS AND DISCUSSION**

This study analyzes patient satisfaction with pharmaceutical services at the Faeyza Farma Pharmacy in Banyuwangi Regency. This research was done by collecting data on patients who visit pharmacies to obtain prescription or non-prescription drugs who live in Banyuwangi Regency. Previously, for data collection, validity, and reliability tests were carried out on the questionnaire used in collecting research data at the Faeyza Farma Pharmacy in Banyuwangi Regency. This questionnaire consists of 19 questions and consists of 5 dimensions in satisfaction theory, namely, physical facilities (tangible), reliability (reliability), responsiveness, confidence/assurance (assurance), and care/empathy (empathy). In the 5-dimensional satisfaction theory discussing pharmaceutical services that occur in pharmacies, a validity test is carried out on each question item on the questionnaire using a statistical method obtained from the Pearson Correlation Coefficient value if a research instrument is declared valid  $r_{count} \geq r_{table}$ , if  $r_{count} < r_{table}$ , then the instrument is invalid. The first question has a Pearson value of 0.361, while the calculated r-value is 0.506. The expected r count is 0.544, which is greater than the r table and can be declared question number 1 valid, as well as other questions, declared valid and carried out a reliability test using the Cronbach's Alpha statistical test in this test obtained  $> 0.6$ , where each category of statement of reliability of expectations and feeling obtained a value  $> 0.6$ , which means that the data is reliable. In this study, based on gender variables, the results obtained were 41% male and 59% female. These results show that there are more female respondents than males.

This is related to the mother's attention to the family so that she tends to take treatment actions, one of which is in the form of drug purchase actions in the family. According to Afolabi et al. in Nigeria (2013), gender can significantly affect the scale of satisfaction items on pharmaceutical services, in contrast to the results of the correlation analysis between the level of satisfaction and gender, which showed that there was no significant relationship between the level of satisfaction and the gender of the respondents. In this study, based on the age variable, data on the characteristics of respondents based on the age of patients whose age range is 31-50 years has the most significant percentage, namely 43%. This shows that the age range 31-50 is an adult category because this age can influence service quality assessment. However, the correlation analysis results show no significant relationship between the level of respondent satisfaction and the respondent's age with the pharmaceutical services provided at the Faeyza Farma Pharmacy in Banyuwangi Regency. In this study, based on the education variable, data on the characteristics of respondents based on their latest education, namely, high school graduates, have the most significant percentage, namely 61%.

This shows that the characteristics of patients with the latest education are essential because patients are more critical in assessing pharmaceutical services that are in accordance or not with their expectations. According to Nita (2008), a person's concern for their health can be influenced by a higher level of education. This condition can affect their demands and expectations of the pharmaceutical services needed. However, the results of the correlation analysis in this study indicate no significant relationship between the level of respondent satisfaction and the respondent's level of education towards pharmaceutical services at the Faeyza Farma Pharmacy in Banyuwangi Regency. In this study, based on the work variable, data on the characteristics of respondents based on occupation were obtained, namely, homemakers had the most significant percentage, 31%.

This shows that several possibilities cause homemakers to dominate the respondents in this study, namely, after completing their last education at the high school level, most of them will immediately get married and tend to choose to focus more on caring for children and family. Based on research by Lee et al in Korea (2015) shows that it is different than the type of work that has a significant relationship with the level of satisfaction, but the amount of one's income has a significant relationship with the level of patient satisfaction. This research aligns with the results of the correlation analysis conducted in this study. From the results of the correlation analysis, it is known that the type of work of respondents and the level of satisfaction of respondents do not have a significant relationship. In this study, based on the frequency of visits variable, data on the characteristics of respondents based on the frequency of visits were obtained, namely, patients who came 2-5 times with the highest percentage of 38%. However, the results of the correlation analysis in this study indicate no significant relationship between the level of respondent satisfaction and the frequency of

respondents' visits to pharmaceutical services at the Faeyza Farma Pharmacy in Banyuwangi Regency.

In this study, based on the variable purpose of arrival at the pharmacy, data on the characteristics of respondents based on the purpose of arrival at the pharmacy were obtained, namely, patients who came to the pharmacy to obtain non-prescription drugs had the most significant percentage, 84%. The results of the correlation analysis in this study show no significant relationship between the level of respondent satisfaction and the purpose of the respondent's arrival for pharmaceutical services at the Faeyza Farma Pharmacy in Banyuwangi Regency. The value of the perceived and expected reality of pharmaceutical services from 5 dimensions shows that most patients are satisfied with the pharmaceutical services provided at the Faeyza Farma Pharmacy. Most of the patients' expectations for pharmaceutical services have been achieved with an average value of the gap between expectations and performance, which is small, namely -0.17.

Based on the standard percentage of patient satisfaction, patient satisfaction with pharmaceutical services at the Faeyza Farma Pharmacy in Banyuwangi Regency is 80% and is in the satisfied category. Based on the importance and performance matrix analysis, in quadrant I, 2 question items are considered necessary by patients, but what is felt in pharmaceutical services is considered insufficient. In quadrant II, 9 question items are considered necessary by patients, and patient expectations are considered in terms of perceived performance in pharmaceutical services. In quadrant III, 5 question items are considered less important by patients, and the perceived performance in pharmaceutical services is also standard. In quadrant IV, 3 question items are considered less critical by patients, but the perceived performance in their implementation is excellent. So, all question items in quadrant II state that pharmaceutical services at the Faeyza Farma Pharmacy are good and need to be maintained, while all question items in quadrant I are further improved in providing pharmaceutical services to patients.

## CONCLUSION

Most patients have achieved high satisfaction with pharmaceutical services at the Faeyza Farma Pharmacy, with a tiny gap between expectations and experiences, only -0.06. Assessment of patient satisfaction is based on five dimensions of satisfaction theory: physical facilities, reliability, responsiveness, confidence/assurance, and care/empathy. The results showed that most patients were satisfied with the pharmaceutical services provided, with an average percentage reaching 80% and falling into the satisfied category. Importance and Performance Matrix analysis shows that all aspects of pharmaceutical services evaluated are in quadrant II, indicating that the services provided are good and need to be maintained.

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