

THE RELATIONSHIP OF QUALITY OF PHARMACEUTICAL SERVICES TO OUTPATIENT SATISFACTION

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ABSTRACT

Health is a healthy state, both physically, mentally, spiritually and socially which enables everyone to live a socially and economically productive life (Law of the Republic of Indonesia Number 26 of 2009). The purpose of this study was to determine the relationship between the quality of pharmaceutical services and the satisfaction of outpatients at the Central Bogor Community Health Center in 2020. This type of research is quantitative with a cross sectional approach. The population in this study were outpatients at the Asy-Syifaa General Hospital. The number of samples is 75 people. The data analysis used is the Kendall Tau correlation. It is known that univariate analysis for variable quality of pharmaceutical services from 75 respondents who have good quality of pharmaceutical services is 42 (56.0%). For the results of univariate analysis of patient satisfaction variables, 49 (65.3%) respondents experienced satisfied patient satisfaction. The results of the analysis show that a p value of 0.484 is obtained, which means a p value ≥ 0.05 then H_a is rejected and H_o is accepted, meaning that there is no relationship between the quality of pharmaceutical services and patient satisfaction at the Central Bogor Health Center in 2020. The results of the analysis also obtained the Odds Ratio value of 0.707, which means that the quality of pharmaceutical services that is not good has a risk of 7 times the satisfaction of dissatisfied patients.

Keywords: Quality of Pharmaceutical Services, Patient Satisfaction

INTRODUCTION

Health is a healthy state, both physically, mentally, spiritually and socially which enables everyone to live a socially and economically productive life (Law of the Republic of Indonesia Number 26 of 2009).¹

A health worker is any person who is dedicated to the health sector and has knowledge or skills through education in the health sector which for certain types requires authority to carry out health efforts.

According to the Government Regulation of the Republic of Indonesia Number 51 of 2009 Pharmaceutical Workers are staff who carry out Pharmaceutical Work, consisting of Pharmacists and Pharmacy Technicians. Pharmaceutical Services is a direct and responsible service to patients related to Pharmaceutical Preparations with the aim of achieving definite results to improve the quality of life of patients.

A health service facility is a tool or place that is used to organize health service efforts, be it promotive, preventive, curative or rehabilitative carried out by the Government, local government, or the community.

Drugs are substances or a combination of materials, including biological products used to influence or investigate physiological systems or pathological conditions in the context of establishing a diagnosis, prevention, cure, recovery, health promotion and contraception, for

humans.

Health efforts are any activity or series of activities carried out in an integrated, integrated and sustainable manner to maintain and improve the degree of public health in the form of disease prevention, health promotion, disease treatment and health recovery by the government or the community.

According to the Law of the Republic of Indonesia Number 44 of 2009, a hospital is a health service institution that organizes full individual health services that provide inpatient, outpatient and emergency services. Plenary health services are health services that include promotive, preventive, curative and rehabilitative.⁹

The World Health Organization (WHO), explains about hospitals, that hospitals are an integral part of a social and health organization with the function of providing comprehensive (comprehensive) services, curative (curative) and disease prevention (preventive) to the community. The hospital is also a training center for health workers and a medical research center Hospital Pharmacy Installation is a department or unit or section in a hospital that is under the leadership of a pharmacist and is assisted by several pharmacists who meet the requirements of applicable laws and regulations and are professionally competent, and is a place or facility that is responsible for administering responsible for all work and pharmaceutical services intended for the needs of the hospital itself.³

Activities at this installation consist of minimal pharmaceutical services which include planning, procurement, storage of pharmaceutical supplies, drug dispensing based on prescriptions for inpatients and outpatients, quality control, control of the distribution of general and specialist services, direct services to patients and clinical services which are overall hospital program.

According to Kepmenkes No. 1197/Menkes/SK/X/2004 the function of the hospital Pharmacy Installation is as a place for managing pharmaceutical supplies and providing pharmaceutical services in the use of drugs and medical devices.⁴

The use of drugs in every hospital is not always correct. One of the cases was in a private hospital in Bogor, namely the case of illegal drugs. His mode of action was to sell a drug, a kind of intravenous fluid, that was left over from a previous patient to a new patient. The head of the health insurance sector at the Bogor district health office has summoned the management of the Sentra Medika hospital but the hospital has yet to confirm this case. Meanwhile, according to Bogor district health experts, the use of used medicines can lead to infection because they are not sterile and are also very dangerous for patients.

Based on the explanation from the Head of the Food and Drug Monitoring Agency (BPOM) in 2013 regarding drugs containing Carisoprodol that have a muscle relaxing effect, besides that they can also cause side effects that are sedative and euphoric. At higher doses above the therapeutic dose it can also cause seizures and hallucinations, as well as other effects that endanger health and even death. Because of this, in 2013, all drugs containing carisoprodol (Carnophen, Somadril, New Skalen, Carsipain, Carminofien, Etacarphen, Rhuemastop, Cazerol, Bimacarphen, Karnomed) that were licensed by BPOM have had their distribution permits revoked since 2013 and are no longer allowed to be circulated. in Indonesia.¹²

Service quality can be identified by comparing consumers' perceptions of the service they actually receive/obtain with the service they actually expect/want for the service attributes of a company.

If the service received or perceived (perceived service) is as expected, then the service quality is perceived as good and satisfying, if the service received exceeds consumer expectations, then the service quality is perceived as very good and of high quality. Conversely, if the service received is lower than expected, then the quality of service is perceived as bad.

So, service quality is all forms of activity carried out by companies to meet consumer expectations. Service in this case is interpreted as a service or service delivered by the service owner in the form of convenience, speed, relationship, ability and hospitality which is addressed through attitudes and characteristics in providing services for customer satisfaction.

Patients are customers of health services, but patients in this case are only one type of customer. Health service customers are all people who have daily contact with health services (Pohan, 2015).

Law on Hospitals Number 44 of 2009 article 1 which states that a patient is any person who consults about his health problems to obtain the necessary health services, either directly or indirectly at the hospital. 15

Patient satisfaction is an important indicator that must be considered in health services. Patient satisfaction is a level of patient feelings that arise as a result of the performance of the health services they receive after the patient compares them with what they expect (Pohan, 2013). 16

The standard of patient satisfaction in health services is set nationally by the Ministry of Health. According to the Regulation of the Ministry of Health of the Republic of Indonesia of 2016 concerning Minimum Service Standards for patient satisfaction, which is above 95% (Ministry of Health, 2016). If a health service is found with a patient satisfaction level below 95%, it is considered that the health service provided does not meet the minimum standards or is not of good quality.

Service is considered satisfactory if there is no gap between customer expectations and the service provided by the service provider, so that there is a match between the service and what is expected by the customer. Such as fast, convenient, easy service, and friendly staff which as a whole meet customer expectations

Service is said to be satisfactory if the service can meet the needs and expectations of the community. If the public is dissatisfied with a service provided, then the service is certain to be of low quality or inefficient. Customer satisfaction according to Fitzsimmons and Fitzsimmons (2001:2) is "customer perception that a supplier has met or exceeded their expectation".6

Based on this definition, it can be seen that customer satisfaction is the public's perception of the reality of existing reality compared to existing expectations. Or there is a difference between consumer expectations of a service provided by a service provider (Hardiyansyah, 2011:36).6

Service is considered satisfactory if there is no gap between customer expectations and the service provided by the service provider, so that there is a match between the service and what is expected by the customer. Such as fast, convenient, easy service, and friendly staff which as a whole meet customer expectations

The low patient satisfaction rate will have an impact on the development of the hospital. In patients who are dissatisfied with the health services received, the patient decides to move to another hospital that can provide better service (Kotler, 2007).

Pharmaceutical services are currently growing because they are always oriented towards

patient and product safety. This is in line with increasing public awareness of the importance of health for themselves

The pharmaceutical field is within the scope of the world of health which is directly related to products and product services for health. Historically, higher education in pharmacy in Indonesia was formed to produce pharmacists to be in charge of pharmacies

Healthy Indonesia is a picture of the condition of Indonesian people who are healthy, free from various diseases both physically and mentally. In a healthy Indonesia 2025, the environment for the health development strategy that is expected is an environment that is conducive to the realization of healthy physical, spiritual and social conditions, namely an environment that is free from pollution.

Community behavior that is expected in Healthy Indonesia 2025 is behavior that is proactive in maintaining and improving health, preventing the risk of disease and actively participating in the public health movement.

From the initial survey conducted on 5 Asy-Syifaa General Hospital patients, it was found that 50% of the patients were still dissatisfied with the quality of the pharmaceutical installation service because there were several things that patients felt were still lacking, namely in the service of providing drugs that were still not optimal, pharmacists who are less fast in serving patients. From the description of the facts above, research will be carried out on the relationship between the quality of pharmaceutical services and the satisfaction of outpatients at the Central Bogor Health Center in 2020.

RESEARCH METHODS

The type of research used is quantitative research with an analytical approach. This research design uses Cross Sectionals. The population in this study were 150 outpatients at the Central Bogor Health Center and the sample in this study was 75 patients using the Non Probability Sampling technique using the Accidental Sampling method. The time of this research took place from September 14 until completion.

The variables of this study consist of the quality of pharmaceutical services as the independent variable and patient satisfaction as the dependent variable. Data processing and data analysis using the SPSS computer program for window series 16.

The analysis consisted of univariate analysis and bivariate analysis, where bivariate analysis used Kendall-Tau to analyze the relationship between the quality of pharmaceutical services and the satisfaction of outpatients at the Central Bogor Health Center.

RESEARCH RESULT

Table 1. Frequency Distribution of Respondents Based on the Relationship of Outpatient Pharmacy Service Quality at Central Bogor Health Centers

No	Quality of Pharmaceutical Services	Frequency	Percentage (%)
1	Not good	33	44%
2	Good	42	56%
	Total	75	100%

Based on table 1 frequency distribution of Pharmacy Service Quality in Central Bogor Community Health Center in 2020, out of 75 respondents, 42 obtained good quality pharmaceutical services (56.0%).

Table 2. Frequency Distribution of Respondents Based on the Relationship of Outpatient Patient Satisfaction at the Central Bogor Health Center

No	Patient Satisfaction	Frequency	Percentage (%)
1	Not satisfied	26	34.7%
2	Satisfied	49	65.3%
	Total	75	100%

Based on table 2 the frequency distribution of Patient Satisfaction in Central Bogor Community Health Center in 2020, out of 75 respondents, 49 respondents experienced satisfied patient satisfaction (65.3%).

Based on statistical test results for the relationship between the quality of pharmaceutical services and patient satisfaction from 75 respondents, the results obtained were good pharmaceutical service quality with satisfied patient satisfaction as many as 26 respondents (53.1%). In terms of statistical tests using the Kendall-Tau test, a P value of 0.484 is obtained, which means a p value ≥ 0.05 , so H_a is rejected and H_o is accepted, meaning that there is no relationship between Pharmaceutical Service Quality and Outpatient Satisfaction.

DISCUSSION

The Relationship between Quality of Pharmacy Services and Satisfaction of Outpatient Patients at the Central Bogor Health Center in 2020

Based on table 3 statistical test results for the relationship between the quality of pharmaceutical services and outpatient satisfaction at the Central Bogor Health Center in 2020 from 75 respondents, the results obtained were 26 respondents (53.1%) for good patient satisfaction. This was reinforced based on the answers to the questionnaire that the researchers gave to outpatient respondents at the Central Bogor Health Center in 2020.

These results are comparable to research conducted by Anggi Reny Sudibyo 2014 examining "The Relationship Between Service Quality and Patient Satisfaction with Services at RSIA Srikandi Ibi Jember 2014". With the results of service quality 57.14% service quality which can be seen from the achievement of SPM which does not meet the standards. This research is an analytical research with a cross sectional approach.

Minimum Service Standards are provisions regarding the Type and Quality of Basic Services which are Mandatory Government Affairs that every citizen is entitled to receive at a minimum. Types of Basic Services are types of services in the context of providing goods or services for basic needs that every citizen has the right to obtain at a minimum

Quality of Basic Services is a measure of the quantity and quality of goods or services for basic needs and their minimum fulfillment in Basic Services according to technical standards so that they live a decent life. 7

Service is considered satisfactory if there is no gap between customer expectations and the service provided by the service provider, so that there is a match between the service and what

is expected by the customer. Such as fast, convenient, easy service, and friendly staff which as a whole meet customer expectations

The low patient satisfaction rate will have an impact on the development of the hospital. In patients who are dissatisfied with the health services received, the patient decides to move to another hospital that can provide better service (Kotler, 2007).

From the results of the study, it can be concluded between theory and research results that the relationship between the quality of pharmaceutical services and patient satisfaction at the Central Bogor Community Health Center in 2020, namely the results obtained ρ value = 0.484 greater than α (> 0.05), which means that there is no relationship between the independent variables with the dependent variable.

CONCLUSION

1. It is known that the frequency distribution of Pharmaceutical Service Quality from 75 respondents obtained as many as 42 good pharmaceutical service quality (56.0%).
2. It is known that the frequency distribution of patient satisfaction from 75 respondents obtained as many as 49 respondents experienced patient satisfaction (65.3%).
3. There is no relationship between the quality of pharmaceutical services and patient satisfaction at the Central Bogor Community Health Center in 2020, from 75 respondents, the results obtained were 26 respondents (53.1%). The statistical test results showed that the ρ value = 0.484 was greater than α (> 0.05). So the alternative hypothesis is rejected and the null hypothesis is accepted. So that there is no relationship between the quality of pharmaceutical services and patient satisfaction at the Central Bogor Community Health Center in 2020.

SUGGESTION

1. For the Central Bogor Health Center
To pay more attention to and improve the quality of pharmaceutical services to patients so that there are no more patients who complain about comfort, speed and convenience.
2. For the Wijaya Husada Bogor STIKes Institution
It is hoped that it will be useful for institutions as literature material for further research, as a source of information about the quality of pharmaceutical services, patient satisfaction and as a development of student materials as well as being used as a scientific reference regarding health policy administration.
3. For Respondents
To further increase self-confidence in expressing complaints or suggestions so that the expected desires can be realized.
4. For Further Researchers
Further research is needed to examine other factors related to service quality on patient satisfaction.

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