

Analysis of an Effect Quality Pharmaceutical Services on the Satisfaction of Patients in Royal Prima Public Hospital Medan

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ABSTRACT

Based on a predecessor survey conducted by researchers of 30 outpatients at the Royal Prima Medan Hospital in July 2019, it showed that out of 30 patients, 23 patients expressed dissatisfaction with the quality of service and availability of drugs at the Pharmacy Installation of the Royal Prima Medan General Hospital. Where the patient's satisfaction states that there is still a lack of direct evidence (tangibles), reliability, responsiveness, assurance (assurance), empathy, hospitals and employees of outpatients at Royal Prima Hospital, Medan. This paper described Knowing the Analysis of the Effect of Pharmacy Service Quality on Outpatient Satisfaction at the Royal Prima Medan General Hospital in 2019. There is an effect of the quality of pharmaceutical services (appearance, reliability, responsiveness, assurance, and empathy) on outpatient satisfaction at Royal Prima Medan General Hospital. 2019. It is hoped that the pharmacy installation of the Royal Prima Medan General Hospital will improve the quality of services that are more optimal to achieve maximum patient satisfaction values. If the quality of pharmacy services at Royal Prima Medan General Hospital is improved, patient satisfaction will also increase.

Keywords: Quality of Pharmacy Services and Patient Satisfaction.

1. INTRODUCTION

Quality of health services is the degree of service excellence for health services by professional standards and service standards by using the potential resources available in the hospital reasonably and efficiently and is provided safely and satisfying norms, ethics, law, and socio-culture with due regard to limitations and the ability of government and society (Herlambang, 2018). Hospitals are health service institutions that provide complete individual health services that provide inpatient, outpatient, and emergency services (PMK RI, 2018).

The hospital pharmacy installation is part of a hospital which is a function implementing unit that is given the authority to organize, coordinate, regulate and supervise all pharmacy service activities as well as carry out technical pharmaceutical guidance in hospitals (PBPOM, 2018). According to the research of Sa'adah et al 2015 on the effect of the quality of pharmaceutical services on the satisfaction and loyalty of outpatients by paying cash, it was found that pharmaceutical services had a positive and significant effect on patient loyalty. Where the results show that pharmacy services have a positive and significant effect on patient satisfaction with a coefficient value of 0.881 pharmacy services have no effect Patient loyalty and satisfaction have a positive and significant

effect on patient loyalty with a coefficient value of 0.814.

According to research by Nirwati, et al. (2015) regarding the effect of service quality on the utilization of the Pharmacy Installation of the Ajjappanngge Hospital in Soppeng Regency, the results of the study showed that service quality including tangible, reliability, responsiveness, assurance, and empathy had a positive and significant effect whether partially or simultaneously. on the use of the Ajjappanngge Soppeng Pharmacy Hospital installation. According to research by Permatasari et al (2017) regarding the relationship between providing information and length of service for prescription pharmacies with general patient satisfaction outpatients at the General Hospital Ahmad Yani Pharmacy Installation, the results showed that the length of service felt fast 85.9% and less fast 14, 1% in providing adequate information 67.9% and not enough 32.1% then on patient satisfaction who feel satisfied 57.7% and 42.3% are not satisfied.

According to the 2016 Ministry of Health, the calculation of pharmacist needs is based on workloads inpatient pharmaceutical services which include managerial pharmacy services and clinical pharmacy services with prescription review activities, drug use history tracking, drug reconciliation, educational counseling, and visits, ideally, a pharmacist with a ratio is needed.

1 pharmacist for 30 patients. Whereas the need for pharmacists is based on workloads in outpatient managerial pharmaceutical services which include managerial pharmacy services and clinical pharmacy services with prescription review activities, drug delivery, drug use recording (PPP), and counseling, ideally a pharmacist with a ratio of 1 pharmacist to 50 patients is needed.

Royal Prima Medan Hospital is one of the largest private hospitals and will become a referral center for the community, especially Medan City which is located on Jl. Ayahanda No. 68 A. Where the Royal

Prima Hospital has a Pharmacy Installation that serves all inpatient and outpatient prescriptions, but in its services, there are often vacancies of drugs needed at the pharmacy installation, so it requires additional costs to buy drugs from other pharmacies. Royal Prima Hospital has 32 pharmacy staff consisting of 1 head of pharmacy, 9 pharmacists, 1 administration person, and 21 pharmacies technical staff. As for the report on the number of prescriptions at the Royal Prima Medan Hospital, a list of the number of prescriptions for a year at the Royal Prima Medan Hospital Pharmacy was obtained as follows:

Table 1. Number of Outpatient Prescriptions For Pharmacy At Hospital Royal Prima Medan From June 2018- May 2019

No	Months	Years	Total
1	June	2018	5564
2	July	2018	7829
3	August	2018	6562
4	September	2018	5596
5	October	2018	3395
6	November	2018	8470
7	December	2018	3605
8	January	2019	3419
9	February	2019	2853
10	March	2019	3791
11	April	2019	3182
12	May	2019	3254

Based on a predecessor survey conducted by researchers of 30 outpatients at the Royal Prima Medan Hospital in July 2019, it showed that of 30 patients 23 patients expressed dissatisfaction with the quality of service and availability of drugs at the Pharmacy Installation of the Royal Prima Medan General Hospital. Where the patient's satisfaction states that there is still a lack of direct evidence (tangibles), reliability, responsiveness, assurance (assurance), empathy, hospitals and employees of outpatients at Royal Prima Hospital, Medan.

Based on the phenomena and research results above, the researchers wanted to further review "the effect of the quality of pharmaceutical services on the satisfaction of outpatients at the Royal Prima Medan Hospital in 2019".

II. LITERATURE REVIEW

2.1. Service Quality

Quality of health services is the degree of service excellence for health services by professional standards and service standards by using the potential resources available in the hospital reasonably and efficiently and is provided safely and satisfying norms, ethics, law, and socio-culture with due regard to limitations and the ability of government and society (Herlambang, 2018).

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2.2. Service Quality Benefits

According to Herlambang (2018), the benefits of service quality are as follows:

- a. Can increase the effectiveness of health services
- b. Can increase the efficiency of health services
- c. Can increase public acceptance of health services
- d. Can protect the administration of health services and the possibility of lawsuits arising. At present it is partly due to the better level of public education, the community's legal awareness has also increased.

2.3. Pharmaceutical Service Standards in Hospitals

According to the Regulation of the Minister of Health of the Republic of Indonesia Number 72 of 2016 concerning Standards for Pharmaceutical Services in Hospitals, where the standard of pharmaceutical services is a benchmark that is used as a guideline for pharmaceutical personnel in providing pharmaceutical

services. Pharmaceutical services in hospitals are an inseparable part of the hospital health service system which is oriented towards patient care, the provision of quality and affordable pharmaceutical preparations, medical devices, and consumable medical materials for all levels of society including clinical pharmacy services.

According to the Regulation of the Minister of Health of the Republic of Indonesia Number 72 of 2016 concerning standards of pharmaceutical services in hospitals where pharmaceutical services in hospitals include 2 (two) activities, namely:
a. Activities of a managerial nature include the management of pharmaceutical preparations, medical devices, and consumable medical materials

Clinical pharmacy service activities. These activities must be supported by human resources, facilities, and equipment. Pharmacists in carrying out these pharmaceutical service activities must also consider the risk factors that occur which are called risk management.

2.4. Patient satisfaction

According to Imbalo (2015), patient satisfaction is the output of health services, and a change from the health service system that is wanted to be carried out cannot be right on target and successful without measuring patient satisfaction.

According to Kamil (2012), Patient satisfaction is the result of the gap between what is expected and the characteristics felt by the patient from the service received.

Satisfaction is a feeling of pleasure or disappointment for someone who comes from a comparison between his impression of the performance or results of a product and his expectations. Satisfaction is a function of performance and expectations. If the performance is below expectations, the consumer is not satisfied, on the other hand, if the performance meets expectations, the consumer will be satisfied and the consumer will be very satisfied if the performance exceeds expectations. Consumer satisfaction

means that the performance of a good or service is at least the same as what is expected (Wibowo, 2017).

The definition of satisfaction is a post-purchase evaluation, where the perception of the performance of the alternative products/services chosen meets or exceeds expectations, if the perception of performance does not meet expectations, what happens is dissatisfaction (Priyandani, 2014).

Satisfaction and consumer dissatisfaction lie in the relationship between consumer expectations and the quality received from service (Muhtosim, 2006). Currently, there are still many pharmacies that provide services that are still far below expectations, making customers disappointed and eventually going to another pharmacy. This condition is a challenge for every health worker in a pharmacy to maintain and increase sales and provide satisfaction to its customers so that the pharmacy can survive and thrive in increasingly fierce competition. For this reason, it is necessary to conduct a study that leads to the performance and quality of drug information services in pharmacies by knowing the lack of satisfaction in drug information services that patients need (Wati, 2016).

2.5. Factors Affecting Customer Satisfaction

According to Nursalam (2004) in the book Firmansyah (2017), the factors that affect customer satisfaction are as follows:

- a. Product quality, customers are satisfied if after buying and using the product it turns out that the product quality is good.
- b. Prices, for sensitive customers, usually low prices are an important source of satisfaction because customers will get high value for money.
- c. Service quality, satisfaction with service quality is usually difficult to imitate.
- d. Emotional Factor, customers will feel satisfied because of the emotional value provided by the brand of the product

- e. Cost and convenience, customers will be more satisfied if it is relatively easy, comfortable and efficient in obtaining products or services.

III. METHODS

3.1. Samples

The sample in this study were 97 people. Where in determining the sample, researchers used the Slovin formula. According to Nazir (2011), the formula for determining how large a sample should be taken from the population. Slovin formula can be seen based on the following notation:

$$n = \frac{N}{1 + Ne^2}$$

Based on the notation formula for the minimum research sample size by Slovin above, if we have 3218 people in a population, we can determine the minimum sample to be studied. The margin of error specified is 10% or 0.1.

The number of outpatients at the Royal Prima Hospital Medan in April 3183 people, May 3254 people. From the number of patients in the last two months, it is estimated that the average number of patients each month is 3218 people so that the number used as a sample is obtained by the following calculations:

$$\begin{aligned}n &= N / (1 + (N \times e^2)) \\n &= 3218 / (1 + (3218 \times 0,01)) \\n &= 3218 / (1 + 32,18) \\n &= 3218 / 33,18 \\n &= 96,98\end{aligned}$$

3.2. Validity test

The validity test was taken based on Lindawati's research conducted at Bireuen General Hospital, Jeumpa Regency to 30 respondents. The validity test aims to determine the extent to which a measure or value indicates the level of reliability or validity of a measuring instrument by measuring the correlation between variables or items with the total variable score in the reliability analysis with the corrected item-total correlation value, provided that the r-count value is ≥ 0.361 (30 respondents) is

declared valid, whereas if the r-count <0.361 is declared invalid. From the results of the calculation of the product-moment test all item items are declared valid because

they have a value greater than 0.361 validity test results can be seen in the following table:

Tables 1. Questionnaire Validity Test Results

Item No. Question	Validity			No.Item Question	Validity tf		
Direct Evidence	Value r-Calculate	Value r-table	Information	reliability	Harga r-Calculate	Harga r-table	Information
1	0,548	0,361	Valid	1	0,665	0,361	Valid
2	0,774	0,361	Valid	2	0,527	0,361	Valid
3	0,885	0,361	Valid	3	0,466	0,361	Valid
4	0,827	0,361	Valid	4	0,666	0,361	Valid
5	0,893	0,361	Valid	5	0,592	0,361	Valid
6	0,800	0,361	Valid	6	0,662	0,361	Valid
Evidence	Value r-Calculate	Value r-table	Information	Guarantee	Value r-Calculate	Value r-table	Information
1	0,777	0,361	Valid	1	0,707	0,361	Valid
2	0,882	0,361	Valid	2	0,652	0,361	Valid
3	0,870	0,361	Valid	3	0,566	0,361	Valid
4	0,702	0,361	Valid	4	0,648	0,361	Valid
5	0,551	0,361	Valid	5	0,859	0,361	Valid
6	0,857	0,361	Valid	6	0,696	0,361	Valid
Empathy	Value r-hitung	Value r-tabel	Information	patient satisfaction	Value r-hitung	Value r-tabel	Information
1	0,688	0,361	Valid	1	0,739	0,361	Valid
2	0,771	0,361	Valid	2	0,835	0,361	Valid
3	0,851	0,361	Valid	3	0,941	0,361	Valid
4	0,799	0,361	Valid	4	0,841	0,361	Valid
5	0,584	0,361	Valid	5	0,795	0,361	Valid
6	0,584	0,361	Valid	6	0,759	0,361	Valid
				7	0,484	0,361	Valid
				8	0,837	0,361	Valid
				9	0,743	0,361	Valid
				10	0,692	0,361	Valid

IV. ANALYZE AND RESULT

Univariate analysis was carried out to obtain an overview of the frequency distribution of the quality of pharmaceutical services (reliability, responsiveness, assurance, empathy, appearance) and patient satisfaction.

The results of research conducted by researchers on "an analysis of the influence of the quality of pharmaceutical services on the satisfaction of outpatients at the Royal Prima Medan General Hospital in 2019.

Validity test

The validity test was taken based on Lindawati's research conducted at Bireuen General Hospital, Jeumpa Regency to 30 respondents. The validity test aims to determine the extent to which a measure or value indicates the level of reliability or validity of a measuring instrument by measuring the correlation between variables or items with the total variable score in the

reliability analysis with the corrected item-total correlation value, provided that the r-count value is ≥ 0.361 (30 respondents) is declared valid,

Bivariate analysis was carried out to test whether there was an effect of the quality of pharmaceutical services and drug availability on outpatient satisfaction at the Royal Prima General Hospital using the chi sparmen test if the p value was <0.05 , it was assumed that there was a relationship between the quality of pharmaceutical services and drug availability on satisfaction. outpatient BPJS at Royal Prima General Hospital.

Based on the results of research at the Royal Prima General Hospital, Medan, the quality of pharmaceutical services (physical evidence) greatly affects the satisfaction of outpatients at the Royal Prima Medan General Hospital.

According to the assumptions of researchers, the better the quality of

pharmaceutical services (physical evidence), the higher the level of outpatient satisfaction at the Royal Prima Medan General Hospital.

This is by Putri's (2018) research on the Effect of the Quality of Pharmaceutical Services on Inpatient Satisfaction at Dr. M. Djamil Padang with the results of the study concluded that the quality of service consisting of service speed, attitude and empathy of officers, availability of drugs, location of pharmacies, and drug information simultaneously had an effect on patient satisfaction with a contribution of 74.10%.

This is by the research of Sa'adah et al (2014) concerning the Effect of Quality of Pharmacy Services on Satisfaction and Loyalty of Outpatients with Cash Pay where the results show that pharmaceutical services have a positive and significant effect on patient satisfaction with a coefficient value of 0.881, pharmacy services. does not affect patient loyalty, and satisfaction has a positive and significant effect on patient loyalty with a coefficient value of 0.814. Research this too shows that the quality of pharmacy services indirectly affects patient loyalty through satisfaction.

This is by Novaryatiin's (2018) research regarding the level of patient satisfaction with pharmaceutical services at Dr. Murjani Sampit, where the results of the study show that the level of patient satisfaction with an average percentage of score interpretation is 68%, which means it is in the satisfied category. In the future, it is necessary to evaluate the level of satisfaction at any time for the development and progress of services at the Pharmacy Installation of dr. Murjani Sampit, because patient satisfaction will change at any time in line with the needs desired by these patients.

4.1. The influence of pharmaceutical service quality (reliability) on outpatient satisfaction at the Royal Prima Medan General Hospital in 2019.

Based on the results of research at the Royal Prima Medan General Hospital,

the quality of pharmaceutical services (reliability) greatly affects the satisfaction of outpatients at the Royal Prima Medan General Hospital.

According to the assumptions of researchers, the better the quality of pharmaceutical services (reliability), the higher the level of outpatient satisfaction at the Royal Prima Medan General Hospital.

This is the same as Dilla's research (2018) regarding the effect of the quality of pharmaceutical services on the satisfaction of outpatients at the Pharmacy at Sinar Husni Hospital Medan in 2018 with the results of the study showing that the distribution of pharmaceutical service quality from 83 respondents was in a good category as many as 15 people (18.1 %), the moderate category was 23 people (27.7%), and the less category was 45 people (54.2%), and the outpatient satisfaction category was good as many as 18 people (21.7%), the moderate category was 17 people (20.5%), and in the less category were 48 people (57.8%). The ANOVA test results obtained an F value of 3.204 with a significance of $0.077 > 0.1$, so simultaneously (F test) there is an effect of outpatient satisfaction on the quality of pharmacy services at Sinar Husni Hospital Medan in 2018.

This is by Sutriasi's (2013) research on the effect of the quality of pharmacy services on inpatient satisfaction at the BLUD pharmacy at Konawe District Hospital with the results of the study showing that most of the respondents were adults (28.4%), male (53.4%), have high school education (23.4%), and work as traders and housewives (23.9%). The analysis showed that there was an influence between reliability ($p = 0.031$), assurance ($p = 0.003$), physical evidence ($p = 0.047$), empathy ($p = 0.021$), responsiveness ($p = 0.023$), access ($p = 0.022$), and staff communication ($p = 0.031$) on patient satisfaction. The results of the influence analysis together show that assurance ($p = 0.006$), physical evidence ($p = 0.017$), and ($p = 0.033$) have an effect on patient

satisfaction and the most influential variable is assurance (Exp B = 4.732).

This is by the research of Kawahe et al (2015) on the relationship between the quality of pharmaceutical services and the satisfaction of outpatients at the Telling Atas Community Health Center in Manado, with the results showing

4.2. The influence of the quality of pharmaceutical services (responsiveness) on the satisfaction of outpatients at the Royal Prima Medan General Hospital in 2019.

Based on the results of research at the Royal Prima General Hospital, Medan, the quality of pharmaceutical services (responsiveness) greatly affects the satisfaction of outpatients at the Royal Prima Medan General Hospital. According to the researcher's assumption, the better the quality of pharmaceutical services (responsiveness), the higher the level of outpatient satisfaction at the Royal Prima Medan General Hospital. This is the same as research by Mayefis et al. (2015) concerning the Effect of Quality of Drug Information Services on Patient Satisfaction at Pharmacy X Padang City with the results of the study showing that the quality of drug information services, dimensions of reliability, responsiveness, assurance, empathy and tangible together have a significant effect on patient satisfaction. Pharmacy X Kota Padang is 16.7% (F-count = 3.771, $p = 0.004$). The dimension that satisfies the patient the most is the dimension with the smallest gap, namely the empathy dimension (-0.90). This is the same as Yulyuswarni's (2014) study of the quality of pharmacy services for outpatient satisfaction in private hospital pharmacy installations, with the results showing a relationship between the dimensions of pharmaceutical service quality and outpatient satisfaction, namely the tangibles dimension (physical evidence) (p-value). = 0.001), reliability (p-value = 0.004), responsiveness (p-value = 0.000), assurance (p-value = 0.005). The most dominant

dimension of the quality of physical evidence (OR = 4.024) was related to the satisfaction level of outpatients.

4.3. The influence of the quality of pharmaceutical services (Empathy) on the satisfaction of outpatients at the Royal Prima Medan Hospital in 2019

Based on the results of research at the Royal Prima Medan General Hospital, the quality of pharmaceutical services (empathy) greatly affects the satisfaction of outpatients at the Royal Prima Medan General Hospital.

According to the assumptions of researchers, the better the quality of pharmaceutical services (empathy), the higher the level of outpatient satisfaction at the Royal Prima Medan General Hospital.

This is by Harijanto's (2018) research entitled The Effect of Service Quality on Patient Satisfaction at the Pharmacy Installation of the Dungus Madiun Hospital where the results of the study were obtained. The results of the bivariate analysis showed a significant influence between the Effect of Service Quality on Patient Satisfaction with the sig (p) value. 0.048 which means $<(\alpha) 0.05$ then H_0 is rejected and H_1 is accepted. With a close relationship of 0.222 which means it is weak.

V. CONCLUSION

Based on the results of research conducted at Sakir Royal Prima Medan Hospital on the analysis of the influence of the quality of pharmaceutical services on the satisfaction of outpatients at the Royal Prima Medan General Hospital in 2019, the following conclusions were drawn:

- a. There is an effect of the quality of pharmaceutical services (appearance) on the satisfaction of outpatients at the Royal Prima Medan General Hospital in 2019
- b. There is an effect of the quality of pharmaceutical services (reliability) on the satisfaction of outpatients at the

- Royal Prima Medan General Hospital in 2019
- c. There is an effect of the quality of pharmaceutical services (responsiveness) on the satisfaction of outpatients at the Royal Prima Medan General Hospital in 2019
 - d. There is an effect of the quality of pharmaceutical services (guarantee) on the satisfaction of outpatients at the Royal Prima Medan General Hospital in 2019
 - e. There is an effect of the quality of pharmaceutical services (empathy) on the satisfaction of outpatients at the Royal Prima Medan General Hospital in 2019
 - f. The results of this multivariate analysis indicate that responsiveness with an OR value of 4.571 is the most dominant variable about patient satisfaction.

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