2391

ANALYSIS OF THE EFFECT OF PHARMACEUTICAL SERVICE QUALITY ON CUSTOMER SATISFACTION AT A PHARMACY CHEMISTRY FARMA DENAI BUSINESS UNIT MEDAN

By
Muhammad Tri Kurniawan[1*], Endang Sulistya Rini[2], Linda T Maas[3]
[1,2,3]**Master of Management Study Program on Postgraduate School of University of Sumatera Utara**
Email : [1*]trikurniawan.mukti@yahoo.com, [2]endangsulistyarini@yahoo.co.id, [3]linda@kissfm-medan.com

Article Info	ABSTRACT
	This study aims to analyze the effect of pharmaceutical service quality on customer satisfaction at Kimia Farma Denai Pharmacy, Medan Business Unit, in 2020. This type of research is cross-sectional, in which the independent and dependent variables are studied simultaneously in the same period. As for what is examined in terms of service quality, namely reliability, assurance, responsiveness, physical evidence, and empathy. The population of this study was 1,980 visits with a total sample of 100 people. Data collection using chi-square test and multiple logistic regression test. The results showed that most of the respondents were 25-34 years old (37%), female (53%), had a bachelor's degree (39%), and worked as private employees (38%). The results of the analysis show that there is a relationship between reliability (p=0.003), assurance (p=0.031), physical evidence (p=0.044), empathy (p=0.021), and responsiveness (p=0.023) to customer satisfaction. The results of the analysis of the effect together show that reliability (p=0.006), guarantee (p=0.017), and physical form (p=0.033) have an effect on customer satisfaction, and the most influential variable is reliability (Exp B=4.732).

Corresponding Author:
Muhammad Tri Kurniawan
Master of Management Study Program on Postgraduate School
University of Sumatera Utara
Sivitas Akademika, Padang Bulan, Kec. Medan Baru, Kota Medan, Sumatera Utara 20155, Indonesia.
Email: trikurniawan.mukti@yahoo.com

1. INTRODUCTION

According to Law no. 36 of 2009, health is a state of physical, mental, spiritual, and social as well as productive. Every citizen has the right to get good and quality health services from various health service facilities, such as hospitals, health centers, pharmacies, or other medical centers. One of the health service facilities engaged in the pharmaceutical sector is the Pharmacy.

According to PP 51 of 2009 concerning pharmaceutical work, a pharmacy is a facility or place where pharmaceutical work is carried out and the distribution of pharmaceutical preparations and other health supplies to the public. Pharmaceutical work is quality assurance starting from the procurement, storage, and distribution of drugs, including drug services based on doctor's prescriptions and drug information services. The participation of pharmacies can be viewed from two aspects: aspects of pharmaceutical services and aspects of pharmacy management. Aspects of pharmaceutical services are related to the health services provided by pharmacies to the community. In comparison, the managerial aspect is related to the pharmacy's operational management to provide performance results that continue to grow and develop. Pharmacy service activities that initially only focused on managing drugs as a commodity became a comprehensive service aiming to improve the quality of life of patients. So pharmaceutical services in pharmacies must meet the standards set by the government with quality operational processes.

....

PT. Kimia Farma Apotek has transformed into a healthcare provider company, an integrated and largest health service network company in Indonesia. At the end of 2019; 1,279 pharmacies were divided into 48 business units, 565 health clinics, 42 clinical laboratories, and ten optics. The vision is to become a leading healthcare network company that can provide public health solutions in Indonesia.

Kimia Farma Pharmacy Business Units include Kimia Farma Pharmacy Medan Business Unit, which oversees 37 Pharmacies. The locations are spread across North Sumatra, covering Medan, Deli Serdang, Binjai, Kabanjahe, Tebing Tinggi, Pematang Siantar, Tanjung Balai Asahan, Rantau Prapat, and Padang Sidempuan. Universal Health Coverage PT. Kimia Farma Apotek changed its vision to become a healthcare company that is a health solution for the community, focusing on developing a health service business network by expanding a network of quality outlets throughout Indonesia. PT. Kimia Farma Apotek continues to strive to define customer needs very clearly and continues to be committed to serving professionally, providing complete and quality medicines that are easily accessible anywhere and anytime. The transformation program is the main program to change various aspects and continue developing values to answer customer needs.

Kimia Farma Pharmacy focuses on improving the quality of service from each outlet, where customer satisfaction surveys are conducted yearly. Starting from physical changes carried out by updating and uniforming the exterior and interior appearance of pharmacies, increasing the availability of drug completeness, professional services by pharmacists, and up to after-sales service. It is done to achieve the target of its customer satisfaction index so that it is hoped that it will build trust and loyalty from customers to shop at Kimia Farma Pharmacy.

The survey data related to the 2019 Customer Satisfaction Index at Kimia Farma Pharmacy, Medan Business Unit, showed a result of 8.16, still below the national average of 9.15 and below the average value expected by customers of Kimia Farma Pharmacy UB Medan, which is 9.42. This survey involved 37 Kimia Farma Pharmacies in the Medan Business Unit related to service quality, with a sample size of 50 to 200 respondents per pharmacy. The results of direct observations found that there were still many customers dissatisfied with the pharmaceutical services at the pharmacy. They were supported by the 2019 Customer Satisfaction Index data at Kimia Farma Pharmacy Business Unit Medan and research conducted by Dyah Taufika Sari et al. in 2017. In this study, it can be concluded that increase customer satisfaction, it is necessary to evaluate and monitor pharmaceutical services routinely, to maintain the existing advantages and consistently improve the quality of service on the dimensions still lacking in the assessment standard.

Based on the description above, the value of the Customer Satisfaction Index at Kimia Farma Pharmacy Business Unit Medan has not been achieved in connection with the national target. Researchers are interested in making a study entitled "The Effect of Improved Quality of Pharmaceutical Services at Kimia Farma Pharmacy Business Unit Medan on Customer Satisfaction."

Researchers will create a strategic program to improve the quality of pharmaceutical services, including 5 (five) dimensions of service quality (Tangible, Reliability, Responsiveness, Assurance, and Empathy). This research was conducted in two outlets that did not reach the target and the lowest value of the Customer Satisfaction Index, namely Kimia Farma Marelan Pharmacy and Kimia Farma Cemara Pharmacy.

2. RESEARCH METHODS

This type of research is cross-sectional, a study in which the independent and dependent variables are studied simultaneously in the same period, as for what is examined in terms of service quality, namely reliability, assurance, responsiveness, physical evidence, and empathy. The population of this study was 1,980 visits with a total sample of 100 people. Collection using chi-square test and multiple logistic regression test.

3. RESULTS AND ANALYSIS
3.1 Characteristics of Respondents

Table 1. Distribution of Respondents by Age at Kimia Farma Denai Pharmacy, Medan Business Unit in 2020

Sex	Frekuensi (n)	Percent (%)
Male	47	47
Female	53	53
Age		
15 - 24 years	14	14
25 - 34 years	37	37
35 - 44 years	18	18
45 - 54 years	15	15
55 - 64 years	16	16

....

....

Education		
Primary school	3	3
Junior high school	5	5
High school	16	16
Diploma-III	25	25
Bachelor	39	39
Postgraduat	12	12
Occupation		
PNS/PTN/POLRI	16	16
Private employees	38	38
Laborer	14	14
trader	21	21
Housewife	11	11

3.2 Relationship of Service Quality to customer satisfaction

The Relationship between the Reliability of Kimia Farma Denai Pharmacy Officers on Customer Satisfaction

Table 1. The relationship between reliability and customer satisfaction

Reliability	Customer satisfaction				Total		p
	Satisfied		Not Satisfied				
	f	%	f	%	f	%	
Enough	67	81.7	15	18.3	82	100	
Not Enough	10	55.5	8	44.5	18	100	0.003
Total	77	77.0	23	23.0	100	100	

There is a significant relationship between the reliability of Kimia Farma Denai Pharmacy, Medan Business Unit, on customer satisfaction ($p = 0.003$)

Table 2. The relationship between assurance and customer satisfaction

Assurance	Customer satisfaction				Total		p
	Satisfied		Not Satisfied				
	f	%	f	%	f	%	
Enough	75	86.2	12	13.8	87	100	
Not Enough	7	53.8	6	46.2	13	100	0.031
Total	82	82.0	18	18.0	100	100	

There is a significant relationship between the guarantee of the Apotek Kimia Farma Denai Medan Business Unit staff guarantee on customer satisfaction ($p = 0.031$)

Table 3. The relationship between physical form and customer satisfaction

Physical Shape	Customer satisfaction				Total		p
	Satisfied		Not Satisfied		Satisfied		
	f	%	f	%	f	%	
Enough	57	66,3	29	33,7	86	100	
Not Enough	11	78,6	3	21,4	14	100	0.044
Total	68	68,0	32	32,0	100	100	

There is a significant relationship between the physical form of Kimia Farma Denai Pharmacy Medan Business Unit on customer satisfaction ($p = 0.044$)

Table 4. Relationship between Empathy and customer satisfaction

Empati	Customer satisfaction				Total		p
	Satisfied		Not Satisfied		Satisfied		
	f	%	f	%	f	%	
Enough	77	83.7	15	16.3	92	100	
Not Enough	4	50.0	14	50.0	8	100	0.021
Total	81	81.0	19	19.0	100	100	

There is a significant relationship between the Empathy of the Apotek Kimia Farma Denai Medan Business Unit officers towards customer satisfaction ($p = 0.021$)

....

2394

International Journal of Social Science (IJSS)
Vol.2 Issue.6 April 2023, pp: 2391-2396
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

Table 5. Relationship between Officer Responses to customer satisfaction

Officer's Response	Customer satisfaction				Total Satisfied		p
	Satisfied		Not Satisfied				
	f	%	f	%	f	%	
Enough	76	81.7	17	18.3	93	100	
Not Enough	4	57.1	3	42.9	7	100	0.023
Total	80	80.0	20	19.0	200	100	

There is a significant relationship between the responsiveness of the staff of the Kimia Farma Denai Pharmacy Medan Business Unit to customer satisfaction (*p*=0,023)

Tabel 6. Effect of Pharmaceutical Service Quality on Customer Satisfaction

	B	S.E	Wald	Df	p	Exp(B)
Reliability	1.554	0.571	7.421	1	0.006	4.732
Gaurantee	1.552	0.647	5.746	1	0.017	0.212
Physique	1.450	0.682	4.521	1	0.033	4.262
Constant	1.558					
Overall %ase	78.4					

Overall, this model can predict the magnitude/smallness and the high/low influence of the existing factors on customer satisfaction, and the result is 78.4%. Furthermore, the variable that is very influential in customer satisfaction is the reliability given by the officer, with a value of 4.732 times greater than the other variables.

Reliability

The results of statistical test analysis on the effect of pharmacy staff reliability on customer satisfaction at Kimia Farma Denai Pharmacy obtained p value = 0.031 <0.05, meaning that there is a significant relationship between the reliability of pharmacy staff and patient satisfaction. The magnitude of the influence of the aspect of the reliability of the officer. Suppose the patient feels the service received from the aspect of the reliability of the pharmacist is very good. In that case, the number who will buy the drug will increase, while if the patient feels disappointed with the reliability of the pharmacist, one form of customer disappointment is to decide to no longer buy drugs in that place.

Four variables consisting of reliability, responsiveness, assurance and empathy positively influence customer satisfaction. The officer's reliability variable affects customer satisfaction because the complete product sought is obtained, and the customer gets clear, complete, and precise information from the product he buys [1]–[3].

Officer Guarantee

The results of statistical test analysis on the relationship between pharmacy staff guarantees and customer satisfaction obtained *p* value = 0.003 <0.05, which means that there is a significant relationship between pharmacy staff guarantees and customer satisfaction. Suppose the customer feels that the service received from the aspect of the pharmacy clerk's guarantee is excellent. In that case, the number who will buy the drug will also increase, while if the customer feels disappointed with the pharmacist's guarantee, one form of customer disappointment is deciding not to buy drugs at that place. The officer guarantees variable affects customer satisfaction because customers complain that the officers are usually less friendly in providing services. For example, officers sometimes use unfriendly facial expressions.

Customer dissatisfaction is due to pharmacists not being on full standby during shift hours when pharmacies are open. (Patawayati, et.al 2013) showed that all service quality variables consisting of responsiveness, tangible, assurance, and empathy positively influence patient satisfaction.

Physical form

Respondents were less satisfied with the physical form of the pharmacy installation, as many as 11 (78.6%), and respondents who felt less but not satisfied with the physical form of the pharmacy as many as 3 (21.4%) respondents. The causes are the lack of cold air conditioning, the cleanliness of the toilets, and no television while waiting for the medicine. The analysis results obtained a p = 0.044 <0.05, meaning there is a significant relationship between the physical form of the pharmacy and customer satisfaction.

That people's satisfaction arises when they compare their perceptions of the services they want. Therefore, even though the patient's expectations have been met, they are not satisfied. That is because there are still other unfulfilled desires, such as clean facilities to support services and supporting facilities. If the customer feels that the service received from physical evidence is excellent, the number who will buy or redeem drugs will increase [5]–[7].

In contrast, if the patient feels disappointed, he decides not to buy or redeem drugs at the place. Physical form variables affect customer satisfaction because customers complain about incomplete facilities in the waiting room, reducing patient comfort when queuing. Customers complain that the room's air temperature is not cool enough and

2395

....

the air conditioner is not functioning correctly. That all service quality variables consisting of responsiveness, tangible, assurance, and empathy positively influence customer satisfaction. [8]–[10]

Empathy

If the customer feels that the officer's empathy is perfect, the number who will buy or redeem the drug will also increase. In contrast, if the customer feels disappointed with the employee's empathy, one form of customer disappointment is deciding not to buy or redeem the drug at that place. The employee empathy variable affects customer satisfaction because some complaint about the attitude of officers who sometimes discriminate against customers. Pharmacists are still found to be slow in preparing drugs and have not provided solutions to customers, especially if the drugs they need are not yet available. This study's results align with research conducted by That patient satisfaction was influenced by the five dimensions of responsiveness, tangible, assurance, and empathy, a positive influence on consumer satisfaction. [11]–[14]

Responsiveness

If the customer feels that the service received from the responsiveness aspect of the officer is excellent, the number who will buy or redeem the drug will increase. In contrast, if the customer is disappointed with the responsiveness of the officer, one form of customer disappointment is deciding not to buy or redeem drugs on the spot. The officer's responsiveness variable affects customer satisfaction because some complain about the lack of responsiveness of officers if there are customers who need information about the drugs they will redeem. The cashier is not fast in completing payment matters and does not accommodate customer needs for drug information that patients need. That patient satisfaction is influenced by the five dimensions consisting of responsiveness, tangible, assurance, and empathy positively influence customer satisfaction. [7], [12], [14].

The Influence of Independent Variables on Dependents

The multivariate analysis involves more than two independent variables with dependent variables that are related to each other to find the independent variable that has the most influence on the dependent variable. The bivariate analysis analyzes the independent variables related to the patient satisfaction variable. The independent variables that are related to the dependent variable are obtained, namely reliability (p = 0.003), assurance (p = 0.031), physical form (p = 0.047), empathy (p = 0.021 and staff responsiveness (p = 0.023).

After obtaining the variables that have a relationship with the dependent variable, multivariate analysis is carried out to obtain the variables that have the most influence on the dependent variable. The results of multivariate analysis showed that the results of statistical tests with multiple logistic regression obtained the most influential variable on customer satisfaction at Kimia Farma Denai Pharmacy is the officer reliability variable (p = 0.006 and Exp. B = 4.732). The cause of the drug vacancy pharmacy officers has not been able to answer because pharmacists are not on full standby at pharmacy opening hours, shopping receipts, drug prices are still above the HET, and slow service.

It is necessary to improve services by providing services wholeheartedly and supported by adequate facilities to create a sense of community satisfaction. Service will be better if there is good cooperation between professionals so as to produce excellent service quality [15]

4.   CONCLUSION

The conclusion of this research is: (1) Officer reliability affects customer satisfaction at Kimia Farma Denai Pharmacy, Medan Business Unit. (2) There is an effect of officer guarantee on customer satisfaction at Kimia Farma Denai Pharmacy, Medan Business Unit. (3) The physical form of the pharmacy affects customer satisfaction at the Kimia Farma Denai Pharmacy, Medan Business Unit. (4) There is an effect of employee empathy on customer satisfaction at Kimia Farma Denai Pharmacy, Medan Business Unit. (5) There is an effect of the responsiveness of officers on customer satisfaction at Kimia Farma Denai Pharmacy, Medan Business Unit.

The options that can be given are (1) It is necessary to evaluate the completeness of the goods at the pharmacy, the ordering mechanism, and the availability of buffer stock so that customers do not need many drug rejections. (2) Increasing service guarantees to customers by increasing trust, courtesy, pharmaceutical knowledge, skills, and effective communication (3) Completing facilities related to cleanliness, air conditioning, and television (4) The need to install a guaranteed sign for the receipt of a table shopping receipt at the cashier. (5) It is hoped that the management of the Medan Business Unit can pay attention to the delay in the distribution of drugs to pharmacies under their ranks so that the service level of drug availability is always in the excellent category and minimizes drug rejection. (6) It is hoped that regular frontline training on product knowledge will be conducted so that all front liners can answer questions about drug information to customers.

REFERENCES

[1]   L. Kadek, B. Martini, I. Bagus, R. Suardana, I. Nengah, and D. Astawa, "Dimension Effect of Tangibles,

....

2396

International Journal of Social Science (IJSS)
Vol.2 Issue.6 April 2023, pp: 2391-2396
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

....

Reliability, Responsiveness, Assurance, Empathy, Leadership towards Employee Satisfaction (A University in Bali)," *Int. Res. J. Manag. IT Soc. Sci. Available online*, vol. 5, no. 2, pp. 210–215, 2018.

[2] B. Gopi and N. Samat, "The influence of food trucks' service quality on customer satisfaction and its impact toward customer loyalty," *Br. Food J.*, vol. 122, no. 10, pp. 3213–3226, 2020, doi: 10.1108/BFJ-02-2020-0110.

[3] R. Al Karim, "Customer satisfaction on service quality in private commercial banking sector in Bangladesh," *Br. J. Mark. Stud.*, vol. 2, no. 2, pp. 1–11, 2014.

[4] R. Patawayati, Zain, Setiwan, "Patient Satisfaction, Trust and Commitment: Mediator of Service Quality and Its Impact on Loyalty (An Empirical Study in Southeast Sulawesi Public Hospitals)," *IOSR J. Bus. Manag.*, vol. 7, no. 6, pp. 1–14, 2013, doi: 10.9790/487x-0760114.

[5] D. Guhl, K. E. Blankart, and T. Stargardt, "Service quality and perceived customer value in community pharmacies," *Heal. Serv. Manag. Res.*, vol. 32, no. 1, pp. 36–48, 2019, doi: 10.1177/0951484818761730.

[6] P. Pribadi, S. A. Kristina, S. P. Syahlani, and Satibi, "Building patient loyalty in pharmacy service: A comprehensive model," *Indones. J. Pharm.*, vol. 32, no. 2, pp. 241–250, 2021, doi: 10.22146/ijp.1326.

[7] M. Molla, W. Sisay, Y. Andargie, B. Kefale, and P. Singh, "Patients' satisfaction with outpatient pharmacy services and associated factors in Debre Tabor comprehensive specialized hospital, Northwest Ethiopia: A cross-sectional study," *PLoS One*, vol. 17, no. 1 January, pp. 1–13, 2022, doi: 10.1371/journal.pone.0262300.

[8] P. Arsanam, "The Relationship between Service Quality and Customer Satisfaction of Pharmacy Departments in Public Hospitals," *Int. J. Innov. Manag. Technol.*, vol. 5, no. 4, 2014, doi: 10.7763/ijimt.2014.v5.524.

[9] S. Sugiarto and V. Octaviana, "Service Quality (SERVQUAL) Dimensions on Customer Satisfaction: Empirical Evidence from Bank Study," *Golden Ratio Mark. Appl. Psychol. Bus.*, vol. 1, no. 2, pp. 93–106, 2021, doi: 10.52970/grmapb.v1i2.103.

[10] M. Akbar, Jaya, "Relationship between Service Quality on Public Health Center and Patient Satisfaction," *Glob. J. Health Sci.*, vol. 9, no. 7, p. 96, 2017, doi: 10.5539/gjhs.v9n7p96.

[11] N. Adat, D. T. Noel, and D. S. Penceliah, "Customers' Expectations and Perceptions of service quality: The case of a Retail Pharmacy chain in South Africa," *Mediterr. J. Soc. Sci.*, vol. 5, no. 20, pp. 2648–2655, 2014, doi: 10.5901/mjss.2014.v5n20p2648.

[12] S. Hanafi Ihsan, "Determinants of Consumer Loyalty with the Servqual Model at Franchised Pharmacies in the City of Surabaya," *J. Econ. Financ. Manag. Stud.*, vol. 05, no. 01, pp. 1–8, 2022, doi: 10.47191/jefms/v5-i1-01.

[13] O. Kitapci, C. Akdogan, and İ. T. Dortyol, "The Impact of Service Quality Dimensions on Patient Satisfaction, Repurchase Intentions and Word-of-Mouth Communication in the Public Healthcare Industry," *Procedia - Soc. Behav. Sci.*, vol. 148, pp. 161–169, 2014, doi: 10.1016/j.sbspro.2014.07.030.

[14] F. Rojas and G. Coluccio, "Servqual model with interrelated dimensions. The case of the pharmacy in mexico," *J. Technol. Manag. Innov.*, vol. 16, no. 2, pp. 82–90, 2021, doi: 10.4067/s0718-27242021000200082.

[15] Z. Ikhwan, R. H. Harahap, L. Andayani, and M. Mulya, "Partnership As An Effort To Consolidate Waste Management Initiatives In Tourism Destinations On Small Islands: The Case Of Penyengat Island," in *ICESSD 2019, October 22-23, Jakarta, Indonesia*, 2019, pp. 1–10, doi: 10.4108/eai.22-10-2019.2291486.

....