
PATIENT SATISFACTORY LEVEL OF PHARMACEUTICAL SERVICES AT KIMIA FARMA CIPOHO PERIOD JANUARY-MARCH 2023

¹Wanda Nur Tresna Asih, ²Meiti Rosmiati, ²Rida Emelia

¹D-III Pharmacy Study Program, Piksi Ganesha Polytechnic Bandung

²Lecturer of D-III Pharmacy Studies, Piksi Ganesha Polytechnic Bandung

Abstract

Pharmacy is the place of the pharmaceutical work done and pharmaceutical supply distribution to the public. Pharmaceutical service aims to prevent and resolve drug and health-related issues. One of the indicators to analyze the quality of service in pharmacy is to measure the level of customers satisfaction. This research aims to find out the levels of satisfaction of pharmaceutical service at Kimia Farma Pharmacy Cipoho. Design of research is descriptive method. The instrument is a questionnaire. The population in this study is all customers who buy with the sample using purposive sampling method that meets the inclusion criteria. The sample is 54 respondents. The result showed on the dimensions of tangible obtained percentages scores 83.11%, on the dimensions of reliability obtained percentages scores 74.10%, on the dimension of responsiveness obtained percentage score of 49.40%, on the dimension assurance obtained percentage score of 82.50%, on the dimension of empathy obtained percentage score 77.20%. Reshercher concluded that The Level of Satisfaction Pharmaceutical Service at Chemistry Farma Pharmacy Cipoho showed satisfied criteria with a percentage score of 73.20%. Expected that the result of research can use US basic data in further research development.

Keywords : Pharmacy, Patient Satisfactory Levels, Pharmaceutical Services

Introduction

Satisfaction consumer that is feeling consumer, Good form pleasure or dissatisfaction Which arise when compare product with hope consumer on product the. If product That in accordance or more Good from Which expected by consumer, then pleasure and satisfaction will be felt by consumers. Meanwhile if after consuming the product is not in accordance with expectations, then of course consumers do not feel satisfied with the product (Kotler and Keller, 2003)

Service is an activity or a series of activities that are not visible eye (cannot be touched) that occurs as a result of interactions between consumers with employees or other matters provided by the service provider company Which intended For solve problem consumer or customer (Gronros 1990 in Ratminto and Atik 2005).

Standard Service pharmaceutical is reject measuring Which used as guidelines for power pharmaceutical in organize service pharmaceutical. Service pharmaceutical is something service direct And responsible answer to patient Which related with preparations pharmacy with Meaning reach results Which Certain For increase quality of life of patients (Permenkes, 2016).

The quality of health services is health services that can cause Satisfaction to every patient Where system method maintenance in accordance with established standards and code of ethics. Satisfaction is an important part of service Health because satisfaction patient No can separated from quality service Health. If you want to improve the quality of service, a survey is needed level patient satisfaction (Susie, 2018).

Based on the description above, this study aims to determine patient satisfaction to service pharmaceutical in Kimia Farma Cipoho so that can be a reference in implementing the expected pharmacy service improvement program patient, so patient has some loyalty to still choose Kimia Farma Cipoho as place to provides pharmaceutical things that they need.

Research Method

This is a study descriptive, that conducted against a set of objects that aim to see a picture of what is happening inside a certain population. In this study data collection was carried out prospectively with give questionnaire to Kimia Farma Cipoho custommers for period January to March 2023.

Population And sample Population

Population is whole subject Which fulfil criteria. Population in this are study Kimia Farma Cipoho custommers.

Sample

The sample is a member of the selected population so that it is expected to be represent the population. The sample used in this research is consumers who visited Kimia Farma Cipoho Pharmacy in January- March 2023 and For sampling consumers use technology purposive sampling.

Criteria Subject inclusion And exclusion:

1. Criteria inclusion includes:
 - a. Age range age female or male between 17-55 years
 - b. Healthy physique And mentally
 - c. Willing For become respondent
2. Criteria exclusion includes:
 - a. Consumer Which Can't read And write
 - b. Consumer Which No willing be a respondent

Sample Size

Calculation of the sample size of consumers at the Kimia Farma Cipoho was carried out on month January-March 2023. Collection data done with method questionnaire Which spread to visitors Kimia Farma Cipoho or given direct torespondents who met the inclusion criteria. Calculation of sample size according to Gay and Diehl (1992), the minimum sample size that is acceptable for descriptive research is a sampleminimum 10% of the population. Amount visitors average in a month in Pharmacy Chemistry Farma Cipoho is 4,476 custommer. Description calculation big sample showed on calculation under This:

$$4,476 \times 10\% = 447,6 \\ = 448$$

Based on calculation the obtained example sample size as much 448 subjects. Taking sample done per day 7-8 subjects.

Definition operational

- a. Pharmacy is means service pharmaceutical place done practice pharmaceutical by pharmacists, namely pharmacies Kimia Farma Cipoho.
- b. Respondents are consumers who buy prescription or non-prescription products come at Kimia Farma Cipoho on January - March 2023.
- c. Pharmaceutical Service is service which given by pharmacist to Kimia Farma Cipoho visitor in January – March 2023.
- d. Consumer satisfactory is the level of consumer feelings towards services in pharmacy Which covers five dimensions that is responsiveness (Power catch), reliability (reliability), assurance (guarantee), empathy (empathy) and tangible (tangible).
- e. Power catch (responsiveness), ability For help And givefast and precise service to consumers, in this case is speed drug service.
- f. Reliability (reliability) is the ability of lighting.

- j. Questionnaire is form list question Which has in stack which used to determine consumer satisfaction at the Kimia Farma Cipoho accompanied with the characteristics of the respondents.

Research Instrument

Research instruments are tools that will be used for data collection. In this study using a research instrument in the form of a questionnaire consisting of 15 question about satisfaction about pharmaceutical service at Kimia Farma Cipoho. As for form complete from questionnaire the listed in one attachment.

Methods

1. Preparation Study
Researchers made preparations by making permits and surveys field from Kimia Farma Cipoho.
2. Collection data study
Researcher do collection data from various source Which support this research.
3. Filling questionnaire
Researchers distribute questionnaires in the form of questions that must be answered by consumers who visited the Kimia Farma Cipoho on period January - March 2023.
4. Recording Data
Researcher record all data Which obtained from results study including questionnaire results.
5. Processing Data
After all data obtained, so researcher will process data the until conclusion is reached.
6. Report study
After conclusion obtained so researcher will make report study in a manner whole.

Analysis Data

Analysis of the data used in this study using a Likert Scale by using research level:

Very Satisfied = 4, Satisfied = 3,
Dissatisfied = 2,
Very Not Satisfied = 1.

The data that has been collected from the research will be analyzed. analytical method Which used is analysis data descriptive. Analysis data done with presenting results obtained by:

$$P = \frac{\sum A}{\sum B} \times 100 \%$$

In matter This used scale level Which consists from very satisfied, satisfied, No satisfied and very dissatisfied (Supranto, 2006).

Results the can interpreted with percentage as following:

1. Very Satisfied: 76 -100 %
2. Satisfiesfied: 51-75 %
3. Not Satisfied: 26 – 50 %
4. Very Not Satisfied: 0 – 25 %

Results and Discussion

Research has been conducted on the satisfactory level of pharmaceutical services at Kimia Farma Cipoho in January - March 2023. Before the questionnaires were distributed, researchers first making test the validity and reliability. Validation and reliability tests were carried out by distributing questionnaires to 30 respondents. The research sample was obtained as many as 54 respondents. The process of filling out the questionnaire by respondents was carried out when the customer was buy drugs with a prescription or buy drugs without a prescription and accompanied by researchers. Data more presented as follows.

Data General

Results study furthermore depicted in form characteristics respondent with amount respondent is 54 customer Which currently buy in Kimia Farma Cipoho.

Table 1 Description General Respondents

Classification Respondents	Respondents	Amount
Gender	Male	29
	Female	25
Age	17-27	25
	28-38	17
	39-49	12

Source : processed By Author (2023)

Data Special

Specific research data is in the form of Pharmaceutical Service Satisfaction Levels in Kimia Farma Cipoho presented at table following below:

Table 2 Satisfactory level of Pharmaceutical Services in Kimia Farma Cipoho

Sub Variable	Percentage	
TANGIBLE	A1	78.50%
	A2	86.20%
	A3	84.80%
Average	83.11%	
RELIABILITY	B4	74.80%
	B5	78.10%
	B6	69.80%
Average	74.10%	
POWER RESPONSE	C7	49.40%
Average	49.40%	
CERTAINTY	D8	82.70%
	D9	81.95%
	D10	88.80%
	D11	78.10%
	D12	77.50%
Average	82.50%	
EMPATHY	E14	77.70%
	E15	76.80%
Average	77.20%	

Source : processed By Author (2023)

Thus, the criteria for the level of satisfactory of pharmaceutical services at Kimia Farma Cipoho as follows:

Table 3 Results Interpretation Score

Variable	Sub Variable	Percentage Score (%)	Interpretation
Level Satisfactory	Tangible	83.00%	Very Satisfied
	Reliability	74.10%	Satisfied
Service	Power Respond	49.40%	No Satisfied
	Certainty	82.50%	Very Satisfied
Pharmaceutical	Empathy	77.10%	Very Satisfied
	Total	73.20%	Satisfied

Source : processed By Author (2023)

Viewed from results interpretation the that level satisfactory pharmaceutical service at Kimia Farma Cipoho in interpret satisfied.

Discussion

Satisfaction customer has become draft central in discourse business And management. Customers generally expect services to be received and enjoyed with good or satisfactory service. Customer satisfaction can shape perceptions and furthermore gain the best rating in the eyes of customers.

Implementation of pharmaceutical service satisfaction level research at Kimia Farma Pharmacy Cipoho was carried out in January - March 2023. This research went quite smoothly by giving questionnaires to customers who buy at Kimia Farma Pharmacy Cipoho. The researcher also assisted the respondent when there were some questions that were lacking understandable to explain the questionnaire.

Based on analysis data in study This so level satisfaction service pharmacy at Kimia Farma Cipoho Pharmacy can be described as follows. On dimensions tangible on question number one customer opinion very satisfied with the percentage score of 78.5% because the officers wear neat clothes and shoes when giving the medicine. On question number two the customer is very satisfied with a score percentage of 86.2% because the waiting room is comfortable and clean there are long chairs and there are also snacks And drink. On question number three customer argue very satisfied with percentage score 84.8% because of the lights lighting in enough pharmacy bright in order not to There is error in taking drugs.

On the reliability dimension in question number four the customer is satisfied with percentage score 74.6% Because drug Which accepted by customer in circumstances Good, wrapped in a medicine pocket and/or using a plastic bag. On question number five customer argue very satisfied with percentage score 78.1% Because officer explain how to use the drug with one one by one if the customer asks. On question number six customers are satisfied with the percentage score of 69.8% because Drug services provided by officers are in accordance with customer expectations, such as completeness drug in the pharmacy, precision in taking drugs.

Conclusion and Suggestion

Conclusion

All of the scores of each respondent's response about the level of satisfaction service pharmaceutical in Pharmacy Chemistry Farma Cipoho show level satisfaction on criteria satisfied with the percentage score 73.2%.

Suggestion

It is hoped that the Kimia Farma Cipoho Pharmacy staff will behave more friendly in serving customers because good service has an effect on customer satisfactory.

The results of this study can be used as basic data in development study furthermore.

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