The Effect of Pharmaceutical Service Quality on Patient Satisfaction at UPtd Puskesmas Kamonji Palu Using the Servqual Method (Service Quality)

Muh. Sandy Putra[1*], Nur Afni[2], Rosnawati[3]

[1,2,3]Faculty of Public Health, Universitas Muhammadiyah Palu
*Corresponding Author, Email: muhsandyputra5@gmail.com

ABSTRACT

Pharmacy is a pharmacy service facility where pharmacists practice pharmacy. To improve pharmaceutical services in pharmacies, it is necessary to evaluate by assessing patient satisfaction. This study is an attempt to determine the effect of the quality of pharmacy services at the Kamonji Palu Health Center on patient satisfaction and to measure the performance of pharmaceutical services to improve public health services. This type of research is quantitative with a cross-sectional approach, and the sampling method is an accidental sampling. The analytical tool used is a simple linear regression analysis test and Cartesian diagram analysis with a total sample of 96 people. The results of regression research show that the variables have a positive effect but has no significant impact on patient satisfaction, namely the Tangible variable with a significance value of 0.119> 0.05, Reliability with a significance value of 0.494> 0.05, Responsiveness with a significance value of 0.113> 0.05, Assurance with a significance value of 0.918> 0.05, Empathy with a significance value of 0.222> 0.05, at this moment the quality of pharmacy services at the Kamonji Palu Health Center get positive results but have no significant effect on patient satisfaction. In contrast, the results of the Cartesian diagram analysis are nine items included in the quadrant. I, four things belong to quadrant II, six items belong to quadrant III, and six items belong to quadrant IV. The conclusion is that pharmaceutical services at the Kamonji Community Health Center are good but not significantly influencing patient satisfaction with suggestions to improve further and pay attention to patient comfort.

Keywords - Quality of service, patient satisfaction, pharmacy, servqual method

INTRODUCTION

The quality of service is one of the benchmarks for the success of the government in implementing government activities. The better the quality of service, the higher the community satisfaction. According to Parasuraman, et al. (1998), the patient's assessment of quality is determined by two things, namely the patient's expectations of quality (expected quality) and the patient's perception of quality (perceived quality). There are five dimensions of service quality SERVQUAL (Service Quality) (Parasuraman et al., 1998),

namely: tangibles or physical evidence, reliability or reliability, responsiveness or responsiveness, assurance or assurance and empathy or attention. Service quality is essential, which can be influenced by expectations, process and quality output. Good service can be used as capital to attract consumer interest because patient satisfaction is a fundamental need for health service providers (Sektiyaningsih et al. 2019).

Currently, pharmaceutical services have shifted their orientation from medicine to patients, which refers to pharmaceutical care. Pharmaceutical care is a form of service and direct responsibility of the pharmacist profession in pharmaceutical work to improve the quality of life of patients. The Pharmacy Installation which is one of the health service terminals, the pharmacy supply line which directly faces the public, and the pharmacy as a place for pharmaceutical services must be able to serve the community's drug needs widely, evenly and with guaranteed quality. Quality pharmaceutical installation services are health services that can satisfy every use of services according to the level of patient or consumer satisfaction, and their administration is by the established code of ethics and service standards (Pareraway et al. 2016).

Pharmaceutical services are health services that have an essential role in realizing quality health with pharmacists as part of health workers who have duties and responsibilities in learning quality pharmaceutical services. Pharmaceutical services include the appearance of the pharmacy, friendly staff, drug information services, drug availability, and speed of service (Wibowo, 2017).

Puskesmas is the Technical Implementation Unit of the District / City Health Office, which is responsible for carrying out health development in a work area. The Puskesmas is accountable for organizing individual health efforts and community health efforts. Public health centre compulsory health efforts include Health Promotion Efforts, Environmental Health Efforts, Maternal and Child Health Efforts and Family Planning, Efforts to Improve Community Nutrition, Efforts to Prevent and Eradicate Communicable Diseases, and Treatment Efforts (Hasbi, 2012).

Lewis & Booms (1983) states "Service quality (quality of service) is a measure of how well a service meets customer expectations. Improving service quality will have an impact on customer satisfaction, which is the advantage of trading business in maintaining and increasing its customers. And can find out how satisfied customers are with the services provided to determine the right strategy in improving the service quality. The Servqual method is a method for measuring the level of customer perception of the service quality they feel and expect. (Afif, 2017).

Based on the results of initial observations, the number of patient visits at the Kamonji Palu Health Center in 2016 was 56,591 patients, in 2017 there were 81,589 patients, and in 2018 there were 77,240 patients. Pharmacy officers at the Puskesmas Kamonji Palu pharmacy have as many as four officers who serve patients every day which reaches around 100 patients even more in a day which makes pharmacy services or pharmacies also have to do so many patient prescriptions and drug compounding every day. (Profile data of the UPTD Puskesmas Kamonji Palu).

Based on a large number of patient visits in a day at the Puskesmas which also increased the pharmaceutical service, the authors were interested in researching the quality of pharmaceutical services at the Kamonji Palu Health Center on patient satisfaction.

METHODOLOGY

This type of research is a quantitative study, with a cross-sectional study approach, wherein this study, the relationship between variables in the problem to be solved is causal so that there are independent variables and dependent variables. This study aims to obtain information on how strongly the independent variables affect the dependent variable and to measure the performance of the Puskesamas pharmaceutical services. This study was conducted with 96 outpatients. They are collecting data in this study using a structured interview method by providing a questionnaire. Data analysis used a regression test, which is a test used to see the effect of the independent variable (X) on the dependent variable (Y). Data analysis also uses a Cartesian diagram analysis. Furthermore, the data that has been obtained is simplified and then presented in tabular and narrative form.

RESULT & DISCUSSION
Simple Linear Regression Test
This test is used to see whether each independent variable has an influence on the dependent variable.
Tangible (Physical Evidence) (X1) Against Patient Satisfaction (Y)

Based on the regression equation, it can be seen that a constant value of 17,078 indicates that if the independent variable (physical evidence) is constant, the change in the dependent variable (patient satisfaction) is 17,078 units. The regression coefficient shows a value of -0.195, which means that the variable physical evidence (X1) has a positive effect on patient satisfaction, or in other words, if Tangible (physical evidence) (X1) is increased by one point, patient satisfaction will increase by 0.195. The results of the simple regression test show that the significance value for the Tangible variable (physical evidence) (X1) is 0.119> 0.05. Based on these results it can be concluded that the Tangible variable (physical evidence) (X1) has no significant effect on patient satisfaction (Y).

Reliability (X2) Against Patient Satisfaction (Y)

Based on the regression equation, it can be seen that the constant value is 19,796, indicating that if the independent variable is Reliability (reliability) remains, the change in the dependent variable (patient satisfaction) is 19,796 units. The regression coefficient shows a value of 0.076, which means that the Reliability variable (X2) has a positive effect on patient satisfaction, or in other words, if Reliability (X2) is increased by one point, patient satisfaction will increase by 0.076. The results of the simple regression test show that the significance value for the Reliability variable (X2) is 0.494> 0.05. Based on these

results it can be concluded that the Reliability variable (X2) has no significant effect on patient satisfaction (Y).

Responsiveness (Responsiveness) (X3) to Patient Satisfaction (Y)

Based on the regression equation, it can be seen that a constant value of 18,219 shows that if the Responsiveness variable is constant, the change in the dependent variable (patient satisfaction) is 18,219 units. The regression coefficient shows a value of 0.159, which means that the Responsivness (X3) variable has a positive effect on patient satisfaction, or in other words, if the employee (X3) is increased by one point, the patient's satisfaction will increase by 0.159. The simple regression test results show that the significance value for the variable X3 is 0.113> 0.05. Based on these results it can be concluded that the Responsivness (X3) variable does not have a significant effect on patient satisfaction (Y).

Assurance (X4) on Patient Satisfaction

Based on the regression equation, it can be seen that the constant value of 21,208 shows that if the independent variable Responsiveness is fixed, the change in the dependent variable (patient satisfaction) is 21,208 units. The regression coefficient shows a value of 0.011, which means that the Responsivness (X4) variable has a positive effect on patient satisfaction, or in other words, if Responsivness (X4) is increased by one point, patient satisfaction will increase by 0.011. The simple regression test results show that the significance value for variable X4 is 0.918> 0.05. Based on these results, it can be concluded that the Responsivness (X4) variable does not have a significant effect on patient satisfaction (Y).

Empathy (empathy) (X5) on patient satisfaction

Based on the regression equation, it can be seen that a constant value of 18,780 shows that if the independent variable Empathy (empathy) is constant, the change in the dependent variable (patient satisfaction) is 18,780 units. The regression coefficient shows a value of 0.127 which means that the variable Empathy (empathy) (X5) has a positive effect on patient satisfaction, or in other words if Empathy (empathy) (X5) is increased by one point, patient satisfaction will increase by 0.127. The simple regression test results show that the significance value for variable X5 is 0.222> 0.05. Based on these results it can be concluded that the variable Empathy (empathy) (X5) has no significant effect on patient satisfaction (Y).

DISCUSSION
Simple Linear Regression Test
The Effect of Tangible (Physical Evidence) on Patient Satisfaction at UPTD Puskesamas Kamonji Palu

Tangible (Physical Evidence) is a factor that shows its existence to external parties (patients) which includes physical facilities, equipment and equipment used and the appearance of employees.

Based on the results of simple linear regression analysis, it can be seen that the variable physical evidence on the quality of pharmaceutical services at the Kamonji Palu Health Center is good and positive, this is indicated by the value of t count = 1.572 with a significance value of 0.119> 0.05. It can be concluded that physical evidence has a positive but insignificant effect on patient satisfaction. As many as 49 respondents stated that they were complete and 47 respondents stated that they were incomplete, which means that most of the respondents stated that the UPTD Puskesmas Kamonji palu pharmacy services have a good physical shape, the waiting room is clean and comfortable, and the appearance of employees is clean and tidy. This is not in line with research conducted by Amir (2015) which states that the Tangible variable (physical evidence) has an effect on patient satisfaction.

The Effect of Reliability on Patient Satisfaction at UPTD Puskesamas Kamonji Palu

Reliability is a factor that provides the promised service immediately, accurately and satisfactorily. This means that employees provide services in accordance with customer expectations.

Based on the results of simple linear regression analysis, it can be seen that the reliability variable on the quality of pharmaceutical services at the Kamonji Palu Health Center is good and positive, this is indicated by the t value = 0.687 with a significance value of 0.494> 0.05. It can be concluded that reliability has a positive but insignificant effect on patient satisfaction. A total of 56 respondents stated that they were reliable and 40 respondents stated that they were not reliable, which means that most of the respondents stated that the UPTD Puskesmas Kamonji palu pharmacy service has easy and fast service, employees arrive on time, hours are on schedule, service is not confusing, and officers are able to explain medicinal uses. This is not in line with research conducted by Amir (2015) which states that the variable reliability has an effect on patient satisfaction, but this study is in line with the research conducted by Hery Susanto (2014).

The Effect of Responsiveness (Responsiveness) Patient Satisfaction at UPTD Puskesamas Kamonji Palu

Responsiveness is a factor that shows the staff's desire to help customers and provide responsive and fast service without making patients wait too long.

Based on the results of simple linear regression analysis, it can be seen that the variable responsiveness to the quality of pharmaceutical services at the Kamonji Palu Health Center is good and positive, this is indicated by the t value = 1.600 with a significance value of 0.113> 0.05. It can be concluded that responsiveness has a positive but insignificant effect on patient satisfaction. A total of 49 respondents stated that they were responsive and 47 respondents stated that they were not responsive, which means that

most of the respondents stated that the UPTD Puskesmas Kamonji palu pharmacy services have officers who are responsive to drug complaints, prepare medicines immediately, greet and reprimand patients, and serve during working hours. This is not in line with the research conducted by Amir (2015) which states that the Responsiveness variable (responsiveness) has an effect on patient satisfaction, but this research is in line with the research conducted by Hery Susanto (2014).

The Effect of Assurance on Patient Satisfaction at UPTD Puskesamas Kamonji Palu

Guarantee is a factor that shows the competence of officers in providing services including knowledge, competence, courtesy and trustworthiness of staff, free from danger, risk or doubt.

Based on the results of simple linear regression analysis, it can be seen that the guarantee variable on the quality of pharmaceutical services at the Kamonji Palu Health Center is good and positive, this is indicated by the t value = 0.103 with a significance value of 0.918> 0.05. It can be concluded that assurance has a positive but insignificant effect on patient satisfaction. A total of 53 respondents stated that they were guaranteed and 43 respondents stated that they were not guaranteed, which means that most of the respondents stated that the UPTD Puskesmas Kamonji palu pharmacy services have officers who are courteous in service, can be trusted, prepare medicines correctly and thoroughly, and ask the identity of the patients. This is not in line with research conducted by Amir (2015) which states that the Assurance variable has an effect on patient satisfaction, but this research is in line with research conducted by Hery Susanto (2014).

The Influence of Empathy (empathy) on Patient Satisfaction at UPTD Puskesamas Kamonji Palu

Empathy is a factor that shows the attitude of employees who show genuine concern in serving patients, including the ease of establishing relationships, good communication, personal attention, and understanding of the patient's individual needs.

Based on the results of simple linear regression analysis, it can be seen that the guarantee variable on the quality of pharmaceutical services at the Kamonji Palu Health Center is good and positive, this is indicated by the t value = 1.230 with a significance value of 0.222> 0.05. It can be concluded that empathy has a positive but insignificant effect on patient satisfaction. A total of 53 respondents said it was good and 43 respondents said it was not good, which means that most of the respondents stated that the UPTD Puskesmas Kamonji palu pharmacy services have officers who provide good directions regarding drugs, provide solutions, are patient with questions and complaints, are not discriminating , serts easy to communicate. This is not in line with research conducted by Amir (2015) which states that the Empathy variable has an effect on patient satisfaction.

Cartesian Diagram Analysis
Quadrant I

Types of services included in Quadrant I are all types of services that must be maintained by the Puskesmas Kamonji Palu, with the results of the analysis getting a percentage of 36% and in other words that the types of services in this Quadrant are in the good category and according to expectations. The types of services are: 6 = easy and fast pharmacy services, 7 = employees arrive on time, 8 = service hours according to schedule, 9 = accurate and not confusing services, 10 = officers are able to explain the use of drugs and how to use them, 16 = courtesy of officers in service, 17 = the officer can be trusted, 18 = the officer prepares the drug correctly and accurately, 20 = the expiration date is listed on the drug.

Quadrant II

The type of service that is included in Quadrant II is a top priority that must be addressed, because the attributes in this quadrant are considered very important by consumers, with the results of the analysis getting a percentage of 16%. The types of services are: 1 = the physical form of the pharmacy is good, 2 = the waiting room for the pharmacy service is clean and comfortable, 3 = directions for the pharmacy can be easily seen, 4 = the appearance of the employee is clean and tidy.

Quadrant III

Types of services included in quadrant III are types of services that are not paid much attention and are of low priority and their performance is considered mediocre, with the results of the analysis getting a percentage of 24%. The types of services are: 11 = officers are responsive to complaints of drugs received, 14 = officers greet and greet confused patients, 15 = officers serve patients during working hours, 19 = ask patient identities, 22 = officers understand the patient's needs and provide solutions, 23 = the officer listens patiently to the patient's questions and complaints.

Quadrant IV

This quadrant is often referred to as a redundant area in its implementation. This is because patients think these attributes are not very important, but the performance of employees is done very well with the results of the analysis getting a percentage of 24%. The types of services are: 5 = adequate waiting room chairs, 12 = officers serve well when patients ask for drug-related explanations, 13 = officers prepare medicines immediately, 21 = officers understand the patient's needs and provide solutions, 24 = services are the same and do not differ -different patients, 25 = easy to communicate with staff.

CONCLUSIONS

From the results of this study it can be concluded: Based on the results of research and discussion of the effect of the quality of pharmacy services at the Kamonji Palu Health Center on patient satisfaction, it can be concluded that the five dimensions of Tangible, Reliability, Responsiveness, Assurance, Empathy have a positive but insignificant effect on patient satisfaction. Based on the results of research on pharmaceutical services at the Puskesmas Kamonji Palu, the researcher concluded that the Puskesmas had provided the right enough courtesy to patients. This is evidenced in table 5.6 that as many as 36% of services have worked well, more significant than the percentage results of quadrants II, III, and IV. These types of services are those included in Quadrant I of the Cartesian Diagram; these services must be maintained and maintained. These services are: 6 = easy and fast pharmacy services, 7 = employees arrive on time, 8 = service hours according to schedule, 9 = accurate and not confusing services, 10 = officers can explain the use of drugs and how to use them, 16 = courtesy of officers in favour, 17 = trustworthy officer, 18 = officer prepares medicine correctly and accurately, 20 = includes the expiration date on the drug.

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