

FACTORS INFLUENCING SATISFACTION WITH PHARMACY SERVICES IN OUT PATIENTS AT DKT MADIUN HOSPITAL

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FACTORS INFLUENCING SATISFACTION WITH PHARMACY SERVICES IN OUT PATIENTS AT DKT MADIUN HOSPITAL

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ABSTRACT

Patient satisfaction is one of the components used to assess whether a service system is good or bad. The aim of this research is to determine the factors of attitude and waiting time with satisfaction with pharmaceutical services. This type of research is correlation analytic with a cross-sectional approach. The sampling technique was purposive sampling with a sample of 216 patients. Data collection uses questionnaires (attitude and satisfaction) and watches (waiting time). The research results showed that the average waiting time was around 17.49 minutes, as many as 117 (81.9%) respondents from pharmacy staff behaved well and 185 respondents (85.65%) were satisfied with pharmacy services. The Spearman rank statistical test shows that there is a relationship between the officer's attitude and waiting time and satisfaction with pharmaceutical services (p value 0.04 and $0.000 < \alpha = 0.05$). Attitudes and waiting times for pharmaceutical services are important factors in improving the quality of pharmaceutical services.

Keywords : Waiting time, attitude, satisfaction, pharmacy service

INTRODUCTION

Pharmaceutical services in hospitals are services in the health sector that have an important role in realizing quality health. The current pharmaceutical service paradigm has undergone a very rapid change, namely from medicine to patient which refers to pharmaceutical services (pharmaceutical care) which aims to improve the quality of life of patients (Kiyai, Rattu, Maramis, & Pangemanan, 2018). The impact of this change is that pharmaceutical service providers are required to provide satisfaction to customers or patients. Patient satisfaction is one of the components used to assess the good and bad of a service system (Ismail, Gan, & Ahmad, 2020), and is believed to be directly related to the quality of health services (Ayele, Hawulte, Feto, Basker, & Bacha, 2020). Patient dissatisfaction often occurs due to a mismatch in patient expectations about what is needed when visiting pharmaceutical services (Larasanty, Cahyadi, Sudarni, & Wirasuta, 2019). Apart from that, the timeliness of prescription drug services and the professionalism of all pharmacy staff have a high influence on patient satisfaction.

A bulletin published by WHO stated that countries in the American and European regions stated that patient satisfaction has an important role in reforming the quality of care and health service providers in general (Bleich, Ozaltin, & Murray, 2019). A study conducted by Aiken et al., (2018) at several hospitals in Europe and the USA showed that patient satisfaction surveys were able to provide improvements to the health care delivery system. A study in one of the Asian countries shows that attitudes and actions are a quality of service and are very influential in patient satisfaction, so changes in the attitudes and skills of pharmacy staff or pharmacists must be better so that pharmaceutical services become more productive (Kumaranayake, Senevirathne, 2018) From the Community Satisfaction Index (CSI) survey conducted by the Ministry of Health in 2017 in several government hospitals, complaints about the length of pharmacy services were still found, even though the overall CSI score was quite high (Kusumowardhani & Ilyas, 2019). A study conducted by Kautsar, Nurhayati, and Gozali, (2017) at a hospital on the island of Java showed that quality of service and waiting time had a significant relationship or influence on patient satisfaction ($t = 14.477$ and $t = 1.771$). DKT Madiun Hospital data currently does not have a survey regarding patient satisfaction, so the hospital cannot evaluate the quality of patient service, especially in the pharmacy unit.

Pharmaceutical services in pharmacies are currently required to change orientation from product or drug oriented to patient oriented (Ihsan, Rezky, & Akib, 2019). However, in reality there are still many pharmaceutical services that are currently product-oriented, thereby ignoring service quality and patient satisfaction. The quality and quality of pharmaceutical services to customers or patients has 3 indicators that are used to evaluate quality, including consumer satisfaction, time dimensions of drug service and procedural documents (Ihsan et al., 2019). The optimal role of pharmacy staff in providing patient satisfaction has developed and led to demands for their attitudes and skills. The attitude of a health service worker is one of the factors that determines whether the service provided is of high quality or not, so that the friendly and good attitude of the staff in providing services can be a determinant of a patient's recovery, whereas the rude

and indifferent attitude of staff can reduce satisfaction. patients regarding the services they receive.

Waiting time and speed in the pharmaceutical service process have a close relationship with customer satisfaction, so hospitals must be able to control service time in order to achieve patient and family satisfaction (Fitriah, Ika Faramita, & Wiyanto, 2016). The Indonesian government, through the Ministry of Health, issues minimum service standards (SPM) regarding service time standards in pharmaceutical installations. This time standard serves as a guideline for managing pharmaceutical service practices (Larasanty et al., 2019). According to Yulianthy (2017), the long waiting time for drug services in pharmacy installations can be caused by several factors, including the delay component, such as officers carrying out other activities or previous prescription services. The total time of the delay components can be greater than the total time of the action components. Another factor is human resources (HR) who are not yet skilled and agile, medicine stocks are empty so they have to take them from the warehouse.

The importance of customer satisfaction has an impact on improving quality and pharmaceutical services, hospital service providers can increase patient satisfaction through efforts to maximize pharmaceutical services through reliable, responsive services and prioritizing an empathetic attitude (Harahap, 2017). The dimensions of service quality which consist of quality (servqual), namely, tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (empathy) must be balanced and able to provide satisfaction in a service

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METHOD

This research is quantitative, the sample size is 216 respondents, with a purposive sampling technique. The research instrument used was a questionnaire for satisfaction and attitudes. Meanwhile, for waiting time using clock time, the statistical test used is spearman rank with the help of SPSS to determine the relationship between variables. The research was conducted in February 2022 for 1 month at the Pharmacy Unit of DKT Madiun Hospital.

RESULTS AND DISCUSSION

Based on the research results, it was found (table 1) that almost half of the respondents were aged 46 - 55 years, namely 86 respondents (39.8%), most of the respondents were men, namely 120 respondents (55.6%), mostly high school education, namely 140 respondents (64.8%) and a small portion of respondents did not work, namely 84 respondents (38.9%)

Tabel 1 data demografi

Demographic data	Frequency	Percentage
Age		
17 – 25	2	0,9%
26 – 435	17	7,9%
36 – 45	38	17,6%
46 – 55	86	39,8%
56 – 65	73	33,8%
Sex		
Laki – laki	120	55,6%
Perempuan	96	44,4%
Education		
Elementary school	1	0,5%
SMP	60	27,8%
SMA	140	64,8%
University	15	6,9%
Work		
Not working/homework	84	38,9%
Private	44	20,4%
Self-employed	49	22,7%
Army/Police/PNS	39	18,1%
Total	216	100%

The average waiting time is around 17.49 minutes with the fastest waiting time being 2 minutes and the maximum waiting time being 32 minutes (table 2). Meanwhile, the attitude of the pharmaceutical staff was mostly good, namely 117 respondents (81.9%) and the majority of respondents were satisfied with the pharmaceutical services at DKT Madiun Hospital, namely 185 respondents (85.6%) (table 3).

Table 2 Waiting time for pharmacy services

N	Min	Max	Mean	Std Deviasi	Nilai p (r)
216	2	32	17,49	7,05	0,04 (0,101)

The research results show that the average waiting time for pharmaceutical services at DKT Madiun Hospital is around 17.49 minutes. This average waiting time meets the pharmaceutical service standards issued by the Ministry of Health of the Republic of Indonesia. According to Minister of Health Regulation Number 129 of 2008, it is stated that the waiting time for finished medicine services is the time period from when the

patient submits the prescription until receiving the finished medicine. The standard length of time for non-concocted medicine services set by the Ministry of Health is ≤ 30 minutes, meanwhile, the waiting time for compounded medicine services is the time period from when the patient submits the prescription to receiving the concocted medicine with a standard time of ≤ 60 minutes. Waiting time is one indicator of assessing the quality of pharmaceutical services.

According to Arini, Suwastini, Tinggi, and Mahaganesha, (2020) prescription services are the final point for patients in the health service process. The type of prescription is one of the factors that influences the waiting time for prescription services in the pharmacy unit. A study conducted by Meila, Pontoan, and Illian (2020) shows that the waiting time for services for compounded prescriptions tends to be longer than for non-concocted prescriptions. This is because when working on a compounded recipe it takes time to input the recipe, calculate the dose and needs to be compounded at the processing stage. The length of waiting time in preparing the medicine is influenced by the speed and accuracy of the serving staff, the completeness of the requirements and data that may be required from the patient and other things in the process of receiving the prescription until delivering the medicine (Meila et al., 2020)

Table 4 Pharmacy staff attitudes and satisfaction

Staff Attitudes	Frequency	Percentage	P Value (R)
Good	117	81,9%	0,000 (0,647)
Enough	39	18,1%	
Not enough	0	0%	
satisfaction	Frequency	Percentage	
Good	185	85,6%	
Enough	31	14,4%	
Not enough	0	0%	

The research results showed that pharmacy staff had a good attitude, namely 117 respondents (81.9%). The attitudes in this research are the actions taken by pharmacy staff in providing prescription and consultation services to patients.

According to Azwar (2017), attitude is defined as a reaction or response that arises from an individual towards an object which then gives rise to individual behavior towards that object in certain ways. The attitude of a health service worker is one of the factors that determines whether the service provided is of high quality or not, so that the friendly and good attitude of the staff in providing services can be a determinant of a patient's recovery, whereas the rude and indifferent attitude of staff can reduce satisfaction. patients regarding the services they receive.

Hospital accreditation requires a change in the attitude of health workers, where patient service is the main goal of a service. The poor attitude of pharmacy staff towards patients will have an impact on reporting to hospital management. Every report received will be immediately followed up by the hospital.

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The research results showed that the majority of respondents were satisfied with the pharmaceutical services at DKT Madiun Hospital, namely 185 respondents (85.6%). Patient satisfaction in this study is the output of pharmaceutical services, thus patient satisfaction is one of the goals of improving the quality of health services.

Based on demographic data, the majority of respondents' education is high school, namely 140 respondents (64.8%). Patients who have a low level of education tend to feel satisfied quickly compared to patients who have a higher education. This is related to the different levels of knowledge between those with high and low levels of education. Patients who are highly educated have a broader assessment and outlook, and have more knowledge, including knowledge about the disease they are experiencing.

Satisfaction is a person's feeling of happiness or disappointment that arises after comparing perceptions between expectations and the service they receive regarding a service or product. Reliability, empathy and responsiveness of pharmaceutical employees are a measure of satisfaction with service.

Statistical tests between waiting time, officer attitude and satisfaction resulted in waiting time ($p = 0.04$) r value 0.101 (table 2) and attitude value ($p = 0.000$) r value = 0.647 (table 3). From the results of this statistical test, it can be concluded that there is a relationship between waiting time and attitude and satisfaction ($p < 0.05$) and a positive correlation (+), which means that the faster the waiting time and the better the attitude, the more satisfied the response from the respondent.

This research is in line with Adriansyah and Nadatien (2019) that the speed of prescription services can determine patient satisfaction, the faster the pharmacy service, the more satisfied the patient. Waiting time for prescription services is very dependent on the responsiveness, willingness, readiness, attitude, speed of the staff, and the number of staff in providing the service and the timeliness of the service greatly influences patient satisfaction in the need to receive services at the hospital. While time is important for patients, the longer the service is, the more bored patients will feel so they can vent their emotions.

Human resources who are still juggling other duties outside of pharmaceutical services make pharmaceutical services disrupted. This is in accordance with research by Adriansyah and Nadatien (2019) that one of the factors that contributes to the waiting time for prescription services is the availability of sufficient and skilled human resources, which can reduce the length of waiting time for prescription services.

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Adriansyah and Nadatien, (2019) stated that the attitude of health workers plays an important role in determining patient satisfaction. The better the attitude of the staff in providing drug services, the more satisfied the patients will be in assessing the service. Therefore, if the staff always show a good attitude in the process of providing drug services, then patients will always be satisfied with the services provided at the pharmacy unit. In addition, good quality is associated with healing from illnesses, speed of service, a pleasant environment, friendliness of staff and affordable costs. Among these factors, it turns out that the friendliness of the staff determines the level of patient satisfaction with the perceived service.

A friendly and polite attitude towards patients is a good asset regarding the quality of patient service. Every patient who receives medication from a prescription service will be given good education, this factor determines patient satisfaction from the pharmacy staff's perspective. Consultation is an important part of health services, by providing education and consultation, patients feel they are valued and cared for in determining their health.

CLOSING

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1. The average waiting time for pharmacy services at DKT Madiun Hospital is around 17.49 minutes
2. Most of the pharmacy staff behaved well, namely 117 respondents (81.9%)
3. Most respondents were satisfied with the pharmaceutical services at DKT Madiun Hospital, namely 185 respondents (85.6%)
4. There is a relationship between service waiting time and satisfaction at the DKT Madiun Hospital pharmacy unit with a p value of 0.04 at $\alpha = 0.05$ and $r = 0.101$
5. There is a relationship between the attitude of staff and satisfaction with pharmaceutical services for outpatients at DKT Madiun Hospital with a p value of 0.000 at $\alpha = 0.05$ and a value of $r = 0.647$

Suggestion

Pharmaceutical service management is a benchmark for patient satisfaction, therefore through this research academics are able to create standards for pharmaceutical services, of course based on existing theories and research results. So as to be able to update the latest pharmaceutical management education curriculum.

Through the results of this research, hospital management is able to provide the best service. Factors that influence patient satisfaction can be controlled well, so that pharmaceutical services truly become complete services.

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