

Level Of Satisfaction Outpatient Patients With Pharmacy Services at PKU Muhammadiyah Mayong Jepara Hospital

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Abstract. Patient satisfaction is a level of patient feeling that arises as a result of the performance of the health services they receive after the patient compares them with what they expected. Pharmaceutical services are a form of direct and responsible service to patients related to pharmaceutical preparations to achieve definite results to improve the patient's quality of life. One of the objectives of pharmaceutical services is to improve the quality of pharmaceutical services. The quality of pharmaceutical services greatly influences patient satisfaction because consumer satisfaction is an indicator to determine the quality of a service. This study aims to determine the level of satisfaction and the relationship between outpatient characteristics and pharmaceutical services at the PKU Muhammadiyah Mayong Jepara Hospital. This research used a descriptive non-experimental method, sampling using the incidental sampling method with a sample size of 100 patients. The results showed that the level of patient satisfaction in the responsiveness dimension was satisfied (73.84%), the reliability dimension was satisfied (73.04%), the guarantee dimension was satisfied (73.92%), the caring dimension was satisfied (73.24 %), and the physical evidence dimension was satisfied (71.24%). There is no relationship between patient characteristics and level of satisfaction. The overall satisfaction level of outpatients with pharmaceutical services at the PKU Muhammadiyah Mayong Jepara Hospital is 73.06% in the satisfied category. There is no relationship between patient characteristics and the level of satisfaction of outpatients with pharmaceutical services at the PKU Muhammadiyah Mayong Jepara Hospital.

Keywords: Patient satisfaction, pharmaceutical services, outpatients

INTRODUCTION

Health according to Law No. 36 of 2009 is a healthy condition, both physically, mentally, spiritually, and socially, which enables everyone to live a socially and economically productive life (Ministry of Health, 2009). Pharmaceutical services in hospitals are an inseparable part of the hospital health service system which is oriented towards patient service, providing pharmaceutical preparations, medical devices, and consumable medical materials that are quality and affordable for all levels of society, including clinical pharmacy services, which are affordable for all levels of society. all levels of society (Ministry of Health, 2016). A hospital is a health service institution that provides complete individual health services, including inpatient, outpatient, and emergency services (Yuswantina *et al.*, 2020).

Pharmaceutical services are services carried out directly and responsibly to patients, relating to pharmaceutical preparations to achieve definite therapeutic results in improving the patient's quality of life (Trianggih *et al.*, 2019). Assessment of the quality of pharmaceutical services can be done based on outpatient satisfaction. The existence of patient demands for the quality of pharmaceutical services requires the expansion of services from the old paradigm which is product-oriented (drug-oriented) to a new paradigm which is patient-oriented (patient-oriented) with a pharmaceutical care philosophy (Ministry of Health, 2016). The creation of service quality will certainly create satisfaction for service users (Tjiptono & Chandra, 2007).

According to Oparah *et al.* (2004), many evaluations of the level of patient satisfaction with pharmaceutical services in hospitals have been carried out, one of which is in a Nigerian Teaching Hospital, research has been carried out to assess the level of patient satisfaction with pharmaceutical services using an ideal referent model that has been developed and validated. by (Larson *et al.*, 2002). From the validated questionnaire, results were obtained that in hospitals in Nigeria, almost half of the patients (46%) expressed dissatisfaction with their perceived service performance. The same research was also carried out by Hardi (2010), at the Regional General Hospital (RSUD) of Mentawai Islands Regency, research was also carried out to assess the level of patient satisfaction with the quality of

service. The results of this study stated that almost half of the patients (49%) were dissatisfied.

The quality of pharmaceutical services can be perceived as good and satisfying to patients if the services received match or exceed expectations or conversely, the quality of services is perceived as bad or unsatisfactory if the services received are lower than expected (Supranto, 2001). Quality pharmaceutical services are health services that can satisfy every service user according to the patient's level of satisfaction and are carried out by the established code of ethics and service standards. Consumer satisfaction is the response of customers or service users to each service provided. Patient satisfaction can be said to be a benchmark for determining the quality of services provided by a particular hospital or hospital pharmacy installation (Novaryatiin *et al.*, 2018).

PKU Muhammadiyah Mayong Jepara Hospital is a type D hospital where the hospital can provide limited specialist medical services. This hospital also accepts referrals from the community health center referral service. Health services at this hospital consist of two types, namely outpatient patient services and inpatient patient services. Based on the above background, the researcher wants to research the level of satisfaction of outpatients with pharmaceutical services at the PKU Muhammadiyah Mayong Jepara Hospital.

METHODS

This research is a type of non-experimental research with a descriptive observational design with a quantitative approach. The data used in this research is primary data obtained from the results of distributing respondent questionnaires. This research was carried out at the outpatient pharmacy installation at PKU Muhammadiyah Mayong Hospital, Jepara. Research data collection was carried out in April 2021. The sample for this research was outpatients at the PKU Muhammadiyah Mayong Jepara Hospital in April 2021 using a sampling technique using the incidental sampling method. The number of samples taken was 100 people within a 1 month period who met the inclusion and exclusion criteria.

RESULTS AND DISCUSSION

Table 1. Patient Characteristics

Patient Characteristics	Number of Patients (N=100)	Percentage (%)
Gender		
Man	53	53
Woman	47	47
Age		
17-25 years old	32	32
26-35 yrs	27	27
36-45 yrs	22	22
56-55 years old	9	9
>55 years old	10	10
Education		
elementary school	32	32
Junior High School	30	30
Senior High School	20	20
PT	18	18
Work		
civil servants	2	2
Private employees	24	24
Self-employed	22	22
IRT	27	27
Retired	7	7
Other	18	18
Patient Status		
BPJ	64	64
General	36	36

Source: Primary Data 2021

Based on Table 1. characteristics regarding gender, the majority of patients were male, namely 53 people with a percentage of 53%. The number of men is greater than women because the patients who come are mostly men. Differences in thought patterns between men and women are a cause that influences satisfaction. Apart from thinking patterns, men also have different perceptions and analyses from women. Therefore, men can classify problems and solve them one by one. According to Fitri *et al.*

(2013), women tend to be more complex and not self-centered, while men tend to be the opposite but are considered capable of leading something. This research is in line with research from Arif, (2010) at the Magelang Islamic Hospital which states that the majority of patients who redeem medicines at pharmacy installations are male. This is because men tend to use reason when doing things.

Characteristics regarding age were obtained from patients aged 17-25 years who visited the PKU Muhammadiyah Mayong Jepara Hospital the most, as many as 32 people with a percentage of 32%. This is because patients aged 17-25 years are teenagers who have the potential to be at risk of disease from work and the immune system. This research is in line with research by Barata (2006) and Tiana (2013), that in their research the number of patients who visited for treatment were young with the reason that young patients were more likely to not pay attention to their health because they felt their immune system was sufficient.

Patient characteristics regarding education were obtained by patients with elementary school education who visited the health center more often, 32 people with a percentage of 32%. The level of education in the Mayong area is elementary school because, from data on the status of patients seeking treatment, the patient's last level of education is elementary school completion. This is different from Priyoto's research (2017) which states that the higher a person's education can enable them to recognize early symptoms of disease so that they are more willing to seek early health services. According to Mantra, (2009) a person's education is a process of changing behavior, the lower a person's education, the less knowledge and information about health is known. The lower a person's education, the more difficult it is for that person to receive information.

The most patient characteristics regarding work were obtained by patients with other jobs as many as 27 people with a percentage of 27%. Most of these other jobs are traders, drivers, and others. This is because most of the residents around the PKU Muhammadiyah Mayong Hospital do not have permanent jobs. Based on research results from Arif, (2010) it was revealed that work does not affect the level of patient satisfaction with the health services they receive, because people who have precarious jobs have lower expectations compared to people who have permanent jobs.

Patient characteristics regarding patient status were mostly BPJS patients, 64 people with a percentage of 64%. The large number of BPJS patients at the PKU Muhammadiyah Mayong Jepara Hospital is because it is a referral hospital for all classes, namely class 1, class 2, and class 3. This is in line with research conducted by Yuniar *et al.* (2016) which states that since the existence of the BPJS program by the government, the average number of patients visiting hospitals is BPJS.

Table 2. Level of Patient Satisfaction

Patient Satisfaction Level	Number of Patients (N=100)	Percentage (100%)
Patient Satisfaction Level Based on Responsiveness Dimensions		
Very satisfied	30	30
Satisfied	66	66
Quite satisfied	4	4
Level of Patient Satisfaction Based on Reliability Dimensions		
Very satisfied	43	43
Satisfied	53	53
Quite satisfied	4	4
Patient Satisfaction Level Based on Assurance Dimensions		
Very satisfied	43	43
Satisfied	52	52
Quite satisfied	5	5
Patient Satisfaction Level Based on the Dimension of Caring (Empathy)		
Very satisfied	40	40
Satisfied	49	49
Quite satisfied	11	11
Patient Satisfaction Level Based on Physical Evidence (Tangible) Dimensions		
Very satisfied	31	31
Satisfied	58	58
Quite satisfied	11	11

Source: Primary Data 2021

Based on Table 2, the level of satisfaction regarding the responsiveness dimension obtained by patients who chose the very satisfied category was 30 people, 66 people in the satisfied category, and only 4 people in the quite satisfied category. The high number of patients who choose the satisfied

category can occur because of the desire of pharmaceutical staff to provide speed in pharmaceutical services and provide solutions to patient problems so that complaints and problems felt by patients can be answered due to the responsiveness of the pharmaceutical staff. According to Saraswati, (2011), patients like the responsiveness of an officer because responsiveness is a willingness to help and provide services quickly to consumers. The level of satisfaction based on the reliability dimension was obtained by 43 patients who chose the very satisfied category, 53 people in the satisfied category, and 4 people in the quite satisfied category. The large number of patients who feel satisfied with the reliability dimension reflects that the health workers at PKU Muhammadiyah Mayong Jepara Hospital are skilled in providing health services and patients are satisfied because patients are served in the right order, no one interrupts or takes precedence by pharmacy staff. This research is in line with research from Soecipto, (2003) at the Magelang Islamic Hospital where most patients were satisfied because the pharmacy staff were able to provide the promised services responsibly and accurately.

The level of satisfaction based on the guarantee dimension (Assurance) was obtained by 43 patients who chose the very satisfied category, 52 people in the satisfied category, and 5 people in the quite satisfied category. The high level of satisfaction in the guarantee dimension is caused by satisfactory service regarding the knowledge of pharmacists in medicines and politeness in providing services, therefore patients feel satisfied. In line with other research at a hospital in Bangkok, Thailand, it states that the assurance dimension shows that patients are satisfied with hospital pharmacy services, where the pharmacist is the provider, the pharmacist must have reliable and competent abilities in convincing clients through skills, knowledge, and academic ability. Pharmacists and other pharmacy staff must be ready to listen to customers and help them understand the problem and solve it with appropriate treatment (Pracchayapon, 2014).

The level of satisfaction based on the dimension of concern (Empathy) was obtained by patients who chose the very satisfied category, namely 40 people, 49 people in the satisfied category, and 11 people in the quite satisfied category. The high level of satisfaction in the empathy dimension can be caused, among other things, by the high level of concern of health service providers, attention to patient complaints, and patient families. Especially at the PKU Muhammadiyah Mayong Jepara Hospital which, regardless of the patient's social status, provides health services to the maximum extent possible. So most patients are satisfied. According to Nasrul, (2014) revealed that patients will rate themselves as satisfied if officers are willing to accept complaints about the services they receive. Therefore, care is very important in the service system and the level of satisfaction regarding the dimension of physical evidence (Tangible) was obtained by patients who chose the very satisfied category, namely 31 people, 58 people in the satisfied category, 11 people in the quite satisfied category. The availability of facilities that support and suit patient needs, the convincing appearance of the staff, and a comfortable and clean environment make patients feel comfortable in receiving services so that their needs can be met, which ultimately leads to patient satisfaction. In line with other research at a hospital in Bangkok, Thailand, it was revealed that patients felt satisfied because the physical appearance (Tangible) of the public hospital pharmacy was very polite, and good physical appearance also increased the good image of the hospital (Pharcayapon, 2014).

Table 3. Average Level of Patient Satisfaction Based on 5 Dimensions of Pharmaceutical Services.

Dimensions	Score obtained	Maximum Score	Percentage (%)	Information
Responsiveness	1846	2500	73.84	Satisfied
Reliability	1826	2500	73.04	Satisfied
Assurance	1848	2500	73.92	Satisfied
Empathy	1831	2500	73.24	Satisfied
Tangibles	1781	2500	71.24	Satisfied
Total	9132	12500	73.06	Satisfied

Source: Primary Data 2021

Based on table 3. The average level of overall patient satisfaction based on 5 dimensions of pharmaceutical services, the results was 73.06%, which can be said to be in the satisfied category, according to the formula proposed by Aspuah. The score obtained is divided by the maximum score multiplied by 100%, and then the total score obtained from the dimensions of reliability, responsiveness, assurance, empathy, and physical evidence is then divided by the maximum score multiplied by 100%. The following results obtained are $9132/12500 \times 100\% = 73.06\%$ in the satisfied category. This research is not in line with research conducted by Hardi (2010), at the Mentawai Islands Regency Regional General Hospital (RSUD), it was found that the level of patient satisfaction with services stated that

almost half of the patients (49%) was less than satisfied. This is due to the satisfaction survey conducted from the five dimensions, the average was less satisfied. This research is in line with research from Rossalin Aziza (2018), at Tidar Regional Hospital, Magelang City, it was found that the level of patient satisfaction with pharmaceutical services stated that patients (72%) were satisfied. This is because the analysis of patient satisfaction from the five dimensions averaged satisfaction.

Relationship between patient characteristics and patient satisfaction levels.

Table 4. Normality Test

Variable	KS-Z	P-value	Information
Gender	3,556	0,000	Abnormal
Age	2,056	0,000	Abnormal
Education	2,069	0,000	Abnormal
Work	1,596	0,012	Abnormal
Patient Status	4,122	0,000	Abnormal
Satisfaction Level	5,328	0,000	Abnormal

Source: Primary Data 2021

Before the Kendall's Tau correlation test, a normality test is carried out to determine whether the data to be analyzed is normally distributed or not by adding the Kolmogorof-Smirnov test because the sample is more than 50. Based on Table 4, the value obtained is ($p < 0.05$), so the data is not normally distributed and the test is carried out. bivariate with Kendall's Tau correlation.

Table 5. Homogeneity Test

Variable	KS-Z	P-value	Information
Gender	2,448	0.121	Homogeneous
Age	0.181	0.672	Homogeneous
Education	1,021	0.315	Homogeneous
Work	0.544	0.464	Homogeneous
Patient Status	1,626	0.204	Homogeneous

Source: Primary Data 2021

Next, a homogeneity test was carried out, based on Table 5 showing patient characteristics based on gender with values ($p=0.121$), age ($p=0.672$), education ($p=0.315$), occupation ($p=0.464$), patient status ($p=0.204$) and the data is homogeneously distributed because the value is ($p < 0.05$).

Table 6. Homogeneity Test

Variable	KS-Z	P-value
Gender	0.156	0.120
Age	0.011	0.901
Education	0.074	0.423
Work	0.045	0.617
Patient Status	0.128	0.202

Source: Primary Data 2021

So the data obtained is non-parametric so the Kendall's Tau test is continued. Based on Table 6, the Kendall's Tau correlation test shows that patient characteristics based on gender ($p=0.120$), age ($p=0.901$), education ($p=0.423$), occupation ($p=0.617$), and patient status ($p=0.202$) do not have a relationship with the level of satisfaction of outpatients with pharmaceutical services at the PKU Muhammadiyah Mayong Jepara Hospital because it has a value ($p > 0.05$). Patient characteristics are only the identity of the patient or the characteristics of the patient and the characteristics of the patient that differentiate the patient from other patients. This research is in line with research conducted by Atika *et al.* (2019) shows that gender, age, and occupation do not have a significant relationship with satisfaction with services provided by pharmacies. Because this disease does not only attack men or women, young and old can all be checked at a hospital or health center. Meanwhile, the person checking is not determined by their job.

This research is also in line with research conducted by Nita Prihatini *et al.* (2019), the results of which show that there is no significant relationship between patient characteristics (age, gender, education, occupation) and BPJS patient satisfaction in hospitals and health centers. Previous research conducted by Yuniar *et al.* showed that the largest percentage of BPJS patients generally felt satisfied with drug services at community health centers and hospitals. The relationship between BPJS patient characteristics (age, gender, education, and occupation) and satisfaction with drug services at both community health centers and hospitals was not significant. Age cannot be used as a benchmark for

measuring patient satisfaction, because young patients may understand and have more experience than older patients and vice versa. Gender cannot determine patient satisfaction because hospitals do not only accept men or only women. Meanwhile, education and employment are only patient profiles. So in this research data, there is no relationship between patient characteristics and the level of satisfaction of outpatients with pharmaceutical services at the PKU Muhammadiyah Mayong Jepara Hospital.

CONCLUSION

The level of satisfaction of outpatients with pharmaceutical services at PKU Muhammadiyah Mayong Jepara Hospital is in the satisfied category (73.06%). There is no relationship between patient characteristics and the level of satisfaction of outpatients with pharmaceutical services at the PKU Muhammadiyah Mayong Jepara Hospital.

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