



Quality of Pharmaceutical Services on Patient Loyalty of RSUD Soewandhie Surabaya

Ira Purbosari*¹, IAK Pramusinta¹, Dian V. Sigalingging¹, Asri W. Mukti¹

¹Universitas PGRI Adi Buana Surabaya, Dukuh Menanggal 12 Surabaya

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*Corresponding author: ira_purbosari@unipasby.ac.id

Abstract

Quality of health services is an important thing. The level of perfection of a service to increase patient satisfaction. The quality of patient care is very influential on loyalty. The purpose of this study was to assess the quality of medical services at pharmaceutical facilities and patient retention at RSUD Dr. Mohamad Soewandhie and saw the relationship between the quality of health services and the loyalty of BPJS and non-BPJS patients. This research is a descriptive research with a survey method using a questionnaire to 150 respondents who meet the research inclusion criteria. The research instrument used was a closed questionnaire with a total of 19 questions. Furthermore, the data obtained were analyzed descriptively, and then the Chi-square test was carried out to determine the relationship between research variables. The results of this study are included in the good category for service quality, with the percentage of respondents who answered at 53.3% and loyalty at 65.3%. There is a significant relationship between the quality of pharmacy installation services and patient loyalty.

Keywords: service quality, loyalty, the relationship between service quality and loyalty.

Kualitas Mutu Pelayanan Farmasi Terhadap Loyalitas Pasien RSUD Soewandhie Surabaya

Abstrak

Mutu pelayanan kesehatan merupakan hal penting tingkat kesempurnaan suatu pelayanan untuk meningkatkan kepuasan pasien. Kualitas pelayanan pasien ini sangat berpengaruh terhadap loyalitas Tujuan dari penelitian ini adalah untuk menilai kualitas pelayanan medis di fasilitas kefarmasian dan retensi pasien di RSUD Dr. Mohamad Soewandhie serta melihat hubungan antara kualitas pelayanan Kesehatan dengan loyalitas pasien BPJS dan Non BPJS. Penelitian ini merupakan penelitian deskriptif dengan metode survei menggunakan kuisisioner terhadap 150 orang responden yang memenuhi kriteria inklusi penelitian. Instrumen penelitian yang digunakan berupa kuisisioner tertutup dengan total 19 pertanyaan. Selanjutnya perolehan data dilakukan analisis secara deskriptif kemudian dilakukan Uji Chi square untuk mengetahui hubungan antar variabel penelitian. Adapun hasil penelitian ini adalah termasuk kategori baik untuk mutu pelayanan dengan prosentase responden yang menjawab 53,3%, serta loyalitas sebesar 65,3%. Terdapat hubungan bermakna antara mutu pelayanan instalasi farmasi dengan loyalitas pasien.

Kata Kunci: mutu pelayanan, loyalitas, hubungan mutu pelayanan dengan loyalitas.

1. Introduction

A hospital is a health facility that provides complete medical services and inpatient, outpatient, and Hospital pharmacy services are separated from the hospital healthcare system, which focuses on patient care, providing high-quality and affordable medicines, medical devices, and consumables for all groups of people, and clinical pharmacy¹. There are two types of pharmaceutical services: managing drug preparations and clinical pharmacy services. Pharmaceutical services in hospitals usually serve the redemption of prescriptions for outpatient patients². Patient satisfaction can be measured through a questionnaire designed to increase patient visits and should assess patient satisfaction with drug services. Satisfaction is an assessment of a person's feelings of pleasure or disappointment after getting a service or product expectation with the benefits obtained³.

There are several reasons for dissatisfaction from patient⁴. Lack of communication, time, poor product quality or service, and drug prices⁵. Patient dissatisfaction with medical services can be caused by various factors as⁶. Triggers one of the triggering factors is the quality of medical services. Good quality medical services will improve service quality and patient satisfaction. Satisfied patients will share their satisfaction and experiences with others^{7,8}.

This study aimed to assess the quality of medical services at pharmaceutical facilities and patient retention at RSUD Dr. Mohamad Soewandhie and the relationship between service quality and patient loyalty. Based on research journals, RSUD Dr. Mohammad Soewandhie found 92% of community findings since 2010, 78.96% in 2011, 77.97% in 2012, 75.44% in 2013, and 72.62% in 2014. This data shows that the medical services of RSUD Dr. Mohammad Soewandhie experienced a decrease, thereby reducing the level of patient satisfaction⁹.

Given this, the purpose of this study was to assess the quality of medical services at pharmaceutical facilities and patient retention at RSUD Dr. Mohamad Soewandhie

and saw the relationship between the quality of health services and the loyalty of BPJS and non BPJS patients.

2. Method

2.1. Materials and instrument

One hundred fifty people willing to be respondents BPJS and Non BPJS then filled out informed consent and questions on a questionnaire containing 24 questions.

2.2. Research Techniques

This study uses a quantitative research type to determine the independent variable, namely the quality of pharmaceutical services, and the dependent variable, namely patient loyalty. The techniques used for observation, service quality, and patient loyalty were measured using five dimensions and analyzed with a Likert scale and percentages¹⁰. The chi-square test was used to determine the relationship between service quality and patient loyalty¹¹.

3. Result and Discussion

This research is a quantitative descriptive observational study. The research variables are the five dimensions of pharmaceutical service quality and patient satisfaction levels¹². Primary data obtained directly through questionnaire interviews with outpatients who were taking medication at the pharmacy installation, patients BPJS and Non BPJS at Dr. Mohamad Soewandhie Hospital Surabaya during March – June 2022. The sample in this study was taken using a purposive sampling technique with specific inclusion and exclusion criteria. has been determined. Data analysis used bivariate analysis using the chi square test to describe each variable in the study with an overview of the frequency distribution. Below is a table of patient characterist basen on tabel 1¹³.

Table 1 shows that the male sex is 54 people or 36%, and the female sex is 96 people or 64%. The results of a survey of 150 respondents at RSUD Dr. Mohamad Soewandhie can be concluded that there are more female respondents than male respondents. This is different from research

Table 1. Characteristics of respondents BPJS and Non BPJS at RSUD Dr. Mohamad Soewandhie

	Characteristics of Respondents	Number of Respondents	Percentage (%)
Gender	Man	54	36,0
	Woman	96	64,0
Age	17-25	9	6,0
	26-35	13	8,7
	36-45	19	12,7
	46-55	36	24,0
	>56	73	48,6
Education	Elementary scholl	31	20,6
	Junior High Scholl	27	18,0
	Senior High Scholl	76	50,7
	Bachelor	15	10,0
	Magister	1	0,7

by¹⁴, which showed that the number of the male sex was 44 or 52.4%, and the number of the female sex was 40 or 47.6%. This shows that male patients with considerable demands tend to be dissatisfied, while female patients are more patient in waiting and more open to giving opinions about pharmaceutical services. Based on table 1, shows that the number of ages who buy drugs the most at the pharmacy depot at RSUD Dr. Mohamad Soewandhie is >56 years old or 48.6%, age 46-55 by 36 respondents or 24.0%, age 36-45 by 19 or 12.7%, age 26-35 by 13 or 8.7%, and age 17-25 by 9 or 6.0%. The results of the study of 150 respondents showed that aged >56 years were more affected by disease than those aged 46-55 by 36 respondents or 24.0%,

aged 36-45 by 19 or 12.7%, aged 26-35 by 13 or 8.7%, and ages 17-25 by 9 or 6.0%. This is different from research¹⁵, where 48 or 57.1% of respondents are aged >35 years, 29 or 34.5% are aged 26-35 years, but only 7 or 8.3% aged 17-25. It was concluded that patients aged 56 years and over were more likely to have their health checked first to support their activities, inquire about the performance of pharmaceutical services, have high expectations, and criticize the services they received for increasing.

In table 1, we see that the total level of elementary school education is 31 or 20.6%, junior high school is 27 or 18.0%, high school/vocational school is 76 or 50.7%, bachelor's degree/diploma is 15 or 10.0%, and S2 is 1 or

Table 2. Average Patient Service Quality Indicators

No	Indicator	Number (n)	Percentage (%)
1	Reliability		
	Good	105	70
	Not Good	45	30
2	Responsiviness		
	Good	103	68,7
	Not Good	47	31,3
3	Assurance		
	Good	94	62,7
	Not Good	56	37,3
4	Emphaty		
	Good	110	73,3
	Not Good	40	26,7
5	Tangible		
	Good	92	61,3
	Not Good	58	38,7

Table 3. Average Patient BPJS and Non BPJS Loyalty

Indicator	Percentage (%)
SL	90
L	8
CL	2
TL	0
STL	0
Total	100

0.7%. The results for 150 respondents showed that there were more respondents with high school/vocational school education, namely 76 or 50.7%, compared to respondents with elementary education of 31 or 20.6%, junior high school of 27 or 18.0%, bachelor's degree/diploma of 15 or 10, 0%, and S2 of 1 or 0.7%. This is in line with research¹⁵, where there are 29 or 34.5% of high school graduates, 20 or 23.8% of diploma graduates, and 28 or 33.3% of university graduates. Fewer respondents graduated from junior high school, namely 7 or 8.3%. This shows that the higher the education level of the respondents, the more complete the information, and those with higher education have better knowledge than those with low education².

We can see in table 2, the average service quality indicators at RSUD Dr. Mohamad Soewandhie, namely on the reliability indicator, a percentage of 70% said the service quality was good, and 30% said the service quality was not good. On the responsiveness indicator, a percentage of 68.7% said the perceived service quality was good, and 31.3% said the perceived service quality was not good. On the assurance/guarantee indicator, 62.7% said the quality of service was good, and 37.3% said the quality of service was not good¹⁶. On the empathy indicator, a percentage of 73.3% said the quality of service received was exemplary,

and 26.7% said the quality of service received was not good. On the tangible/physical evidence indicator, a percentage of 61.3% felt the quality of service obtained was good, and 38.7% felt the quality of service obtained was not good¹⁷. From the average results for each indicator, it is concluded that the empathy/empathy indicator has the highest good percentage. This shows that the empathy or sense of care and attention of staff to patients is perfect, and patients feel very cared for regardless of status, smooth and easily understood by patients. Meanwhile, the tangible/physical evidence indicator has the lowest good percentage. It can be concluded that the facilities and infrastructure that need to be improved, such as the chairs in the waiting room and the stock of medicines which are often depleted, are increased so that patients do not have to buy outside¹⁸.

In table 3, we can see the average patient loyalty at RSUD Dr. Mohamad Soewandhie, namely on the indicator of very loyal (SL) of 90%, loyal (L) of 8%, and exceptionally loyal (CL) of 2%. From the results of the average loyalty, it can be concluded that patients are very loyal to the pharmaceutical installation by purchasing drugs regularly and repeatedly, recommending the hospital to others, and feeling the price of the drugs provided is very affordable¹⁹.

Loyalty earned at RSUD Dr. Mohamad

Table 4. Tabulation of the Effect of Service Quality on Patient BPJS and NON BPJS Loyalty

Quality of Pharmaceutical Services	Patient Loyalty				Total		p value
	Loyal		Not Loyal		F	%	
	f	%	f	%			
Good	65	81,25	15	18,75	80	53,3	0,000
Not Good	33	47,14	37	52,85	70	46,7	
Total	98	65,33	52	34,67	150	100	

Soewandhie based on pharmaceutical services obtained, namely repeated or regular purchases, recommending to others.

According to²⁰.

loyal customers are characterized by the following:

1. Buy Regularly

2. Repurchase

3. Recommended products

4. Show resistance to the attractiveness of competitors' products.

From the research that has been done on general outpatient patient loyalty at RSUD, Dr. Mohamad Soewandhie uses indicators of patient loyalty, namely regular or repeated purchases, our products, and services use line-to-line purchases, product or service recommendations to relatives or other people, and immunity to the desire for a product brand. From 150 respondents, 98 respondents (65.33%) stated that their loyalty was high, and 52 (34.67%) stated that their loyalty was low.

Based on the study results, patient loyalty at RSUD Dr. Mohamad Soewandhie is evident, and most of them are loyal. It turns out that patients trust the services provided by officers. Therefore these patients will use services recommended by family and friends who have used the services of RSUD Dr. Mohamad Soewandhie

Based on table 4, it can be seen that 65 (81.25%) patients rated service quality as well showed loyalty, and 15 (18.75%) patients rated service quality as good, but loyalty was low. 33 (47.14%) patients showed poor service quality by stating loyalty, and 37 (52.85%) patients showed poor service quality but low loyalty.

In the statistical test with the chi-square test, the result is that H_0 is rejected and H_1 is accepted if the p-value is $0.000 < 0.05$, which means that the quality of pharmaceutical services affects the loyalty of outpatients at RSUD Dr. Mohamad Soewandhie Surabaya.

4. Conclusion

The results of the five SERVQUAL studies obtained tangible 91.4%, reliability 70%, responsiveness 68.7%, assurance

62.7%, empathy 73.3%, which means that patients feel very satisfied with the services provided by RSUD Dr. Mohamad Soewandhie Surabaya. The level of outpatient satisfaction during the purchase of drugs at the Pharmacy Installation of RSUD Dr. Soewandhie Surabaya as a whole from the category of patient satisfaction is 90%, which means that the patient is very satisfied with the quality of service provided on his findings regarding the impact of the quality of pharmaceutical services on the loyalty of outpatients at RSUD, Dr. Mohamad Soewandhie. As a result, 53.3% of patients stated that the service quality of pharmaceutical facilities was good, and 46.7% said that the service quality of pharmaceutical facilities was poor. 65.33% stated high loyalty, and 34.67% stated common belief. The asymp value $Sig < 0.05$ allows us to conclude the impact between the quality of pharmaceutical services and patient adherence. Findings from research on analyzing the influence of drug service quality on outpatient patient BPJS and Non BPJS loyalty at RSUD Dr. Mohamad Soewandhie Surabaya encourage future researchers to expand the scope and increase the number of research objects to get better results.

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