



Service quality of pharmaceutical service at public hospital in Bandung, Indonesia

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Abstract: Introduction: This study aims at examining the effect of quality services of pharmaceutical service on patient satisfaction on public hospital in Bandung, Indonesia.

Methods: The data were collected through questionnaires. It uses Structural Equation Modeling (SEM) to determine the degree of closeness of the examined variables through second order estimation methods of confirmatory factor analysis to determine the effect of direct and indirect independent variable on the dependent variable.

Results: the results show that the service quality of pharmaceutical service affected patient satisfaction of public hospital in Bandung, Indonesia. Thus, patient satisfaction affected patient loyalty. The results support previous research which states that the service quality of pharmaceutical service influence on patient satisfaction.

Conclusion: The implication of this study is that the manager of pharmaceutical service needs to improve service quality so that patient satisfaction can be improved.

Keywords: Service Quality, Pharmaceutical Service, Patient Satisfaction.