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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 qualityof pharmaceutical service affected patient satisfactionof 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.

Introduction

With the increasing public awareness of the importance of the health of the services and excellent health services become indispensable by the community to meet the demand for health especially pharmaceutical services in support of optimal health system.In order to give satisfaction to the patient, the pharmacy service becomes one of the factors that affect the realization of the objectives of the policy making. In this case, the service provider's Hospital has a strong contribution to achieve these goals. For service providers, including hospitals, there is one the most important thing in creating a patient satisfaction, quality of service[1,2,3] . The quality of services as a measure of how good a given level of service able to match the expectations of patients. Quality of services is an advantage that is perceived by the consumer services of the comparison between what customers want with what is acceptable to the consumer after the purchase of services.

This is achieved by fulfilling needs and desires of patients and accuracy of delivery to offset expectations Patients [4]. There is a major factor affecting the quality of service that is expected service and perceived service. This concept is the development of the concept of satisfaction measurement based on technical quality and functional quality[2.3]. The technical quality is a primary attribute, such as infrastructure, facilities, healing place while the functional quality includes the attributes of how the delivery of services to patients such as friendly attitude, waiting time and can be used to improve the quality of pharmacy services in hospitals that can ultimately improve patient satisfaction[5 , 6].

Submission of information regarding drug is one form of pharmaceutical services. But most of the information gap in a patient happens to information about issues concerning the availability of pharmaceuticals that reflect a lack of focus on this issue by health professionals[7]. In health care, the delivery of a drug information and patient's perception of essential drug information needs to be known in order to see the picture of the patient's perception about the need for drug procurement management capabilities for pharmacists in hospital.

Further it can improve patient satisfaction on health services perceived[10.11]. So that the patient's perception can form when the patient satisfaction in terms of feedback on the review of the pharmaceutical services and hospital health care as a form of response of patients after obtaining votes pharmacy services [12]. The hospital mainly government-owned hospitals must be able to be a means for the public health, therefore the health services provided must be qualified in order to satisfy the public as consumers.

One of the main ways of maintaining patient satisfaction by providing higher quality services consistently and meet customer expectations so as to form an optimal patient satisfaction. Research conducted by Chen (2006) [13] shows that there is a significant positive effect on patient satisfaction pharmaceutical services as a whole which needs to be maintained while the tangible attributes pharmasist 's attitude needs to be optimized again so it can improve patient satisfaction. Then Bunniran (2010)[14] showed there is influence of pharmaceutical services to the satisfaction of patients where interaction pharmacist has important role in shaping patient loyalty. The same thing is indicated also by Khudair and Raza (2013)[8] which conducts research in Qatar showed that patient satisfaction on pharmaceutical services is influenced by the service promptness, attitude pharmacist, medical counceling, pharmacy location and waiting area.

Based on the background and the formulation of the problems that have been described, the research was conducted in order to obtain an overview of facts - facts that the quality of service of Pharmaceutical effect on patient satisfaction at a Public Hospital In Bandung Indonesia.

Methods

The population in this study is patients with revisited patient in a public hospital in Bandung, Indonesia, RSUD Dr. M. Salamun who have never received the overall process in health care. The amount of sample determined by purposive sampling. The final sample that can be used is 200 people.

The method used in this research is the survey method, the measurement process to gather information with a higher structure called a questionnaire. Survey methods specified an explanatory survey because it would explain the relationship between the studied variables (Hair et al, 2006). Data collection methods used by the researchers are to disseminate the questionnaire or questionnaires. While the kind of scale that is used to answer questions in the questionnaire was a Likert scale of 5 points is the method used to measure perceptions of a person of social phenomenon that aims to know the opinion of the respondents about thequality services of pharmaceutical service patient satisfaction.

The independent variable is used as an exogenous construct is a quality services of pharmaceutical service. The dependent variable is a variable that is affected (response) or a variable whose value depends on other variables change. The dependent variable is used as an endogenous construct is patient satisfaction.

The service qualityof pharmaceutical servicevariabel domains included in the survey were 5 dimension namely; service promptness, pharmacist attitude, medical coaching, pharmacy locationand waiting area and the indicator of instument was adopted from Khudair and Raza (2013)[8]such as; 1) Receive medications, 2) Waiting time is acceptable, 3) Pharmacist helped, 4) Pharmacist answered, 5)Pharmacist understood, 6) Pharmacists treat, 7) Medication quantity, 8) medications were available, 9) Medication name was clear, 10) Medication appearance, 11) pharmacy was easily found, 12) waiting area was comfortable, 13) pharmacy area was clean, 14) pharmacy working hours. Moreover, were 3 items and the instument was adopted from a study by Johnsons et al, (2001)[14] which had been modified in accordance with the study, namely 1) overall satisfaction, 2) fulfillment of expectation, and3) comparing “service qualityof pharmaceutical service” with “ideal service qualityof pharmaceutical service”.

Measurement models Partial Least Squares (PLS) based on measurement predictions have the nature of non-parametric through convergent validity, ie where the size of the reflective individual correlated with the

value of loading > 0,50 (Chin, 1988)[15]and the value disciriminant validity by comparing the value of the square root of average variance extracted (AVE) of each construct with the correlation between the constructs in the model, if the value AVE is greater than the value of the correlation between the constructs models disciriminant then said to have good validity (Fornell&Larcker, 1981)[16].

While the structural models were evaluated using R- squares for the dependent constructs, Stone-Geiser Q-square test to test and t test predictive relevance and significance of the parameters of structural lines (Kock, 2015) [17]. Data analysis was performed by entering all the data of respondents and test the convergent validity, disciriminant validity and significance tests. The results indicate that the 4 indicator calculation does not meet the loading value > 0.5. So that only 21 indicators eligible for testing models of Partial Least Squares (PLS).

Results and Discussion

Analysis profile of respondents intended to identify data based on respondents by sex, the last education,age, employment and number of visits. In accordance with the results of research conducted, there were 200 respondents who filled out questionnaires and all of them are eligible for further processing. Profile of respondents is shown in Table 1.

Table l1 Characteristic of Respondents

Item	Category	%
Gender	Male	49
	Female	51
Age	17-32 years old	20
	33-48 years old	39
	49-64 years old	31
	65-80 years old	11
Education	Other	0
	Junior High School	0
	Senior High School	22
	Diploma/Bachelor	78
Occupation	Unemployment	4
	Entrepreneur	17
	Government employee	57
	Other	23
Number of visit	2 - 4 times	55
	5 - 7 times	31
	8 - 10 times	11
	>10 times	4

Based on the results of data processing Warp PLS 5 are known as follows:

Tabel 2 Result of structural model

	Path coefficient	P Values	Significant Level
Promptness -> Satisfaction	0.13	0.03	Significant
Supply -> Satisfaction	0.06	0.21	No Significant
Attitude -> Satisfaction	0.09	0.09	Significant
Place -> Satisfaction	0.18	0.00	Significant
Teach -> Satisfaction	0.43	0.00	Significant
Satisfaction (R^2)	0.30		

The Influence of Service Quality towards Patient Satisfaction

The hypothesis to be tested is the influence of the quality of services to satisfaction of patients. Based on the test results can be seen that only one dimension is not significant with p value variable quality of services (0.21) is greater than p value. Because p value greater than error rate of 5% -10 % so it was decided to reject Ha and Ho received. So based on the test results it can be concluded that only one dimension of the quality of services not significantly influence on patient satisfaction. Then the R^2 of service quality to satisfaction of patients amounted to 30 %.

The test results prove the hypothesis that service qualityof pharmaceuticalhas positive influence on patient satisfaction; can be interpreted if the quality of service promptness, the quality of the pharmacist attitude, the quality of the medical councelingand the quality of the pharmacy location and waiting area, tends to improve patient satisfaction.

These results can be seen from one of the goals of doing some hospital quality improvement through improved service promptness, attitude pharmacist, medical counceling, pharmacy location and waiting area. Service quality of pharmaceutical has a close relationship with patient satisfaction, because the quality of encouraging patients to establish stronger ties with pharmaceutical services and ultimately patient satisfaction can increase the number of visits to hospital provider. Service quality of pharmaceutical aims to provide patient satisfaction. Satisfaction patient against pharmaceutical service determined by the level of interest of the patient before and after the patient's perception of used pharmaceutical services felt after the patient perceives the performance of such services exceeds reality desired expectations, causing a sense of satisfaction. The results support previous research carried out by Juhana et al (2015), Padma et al (2010); Auyeung et al (2011); Khudair and Raza (2013); Atiga (2012).

Conclusion

Based on the results of the research that has been done on the effect of Service qualityof pharmaceuticalonpatient satisfaction in public hospital in Bandung, Indonesia whichshowed that the Service qualityof pharmaceuticalaffect the patient's satisfaction. Service quality partially hassignificant effect on service promptness, pharmacist attitude, medical counceling, pharmacy location and waiting areatoward patient satisfaction. Some limitations and at the same advice that deserves attention is the following. First, the results of this study are expected to be a valuable input for further research, especially related to service qualityof pharmaceutical service and patient satisfactionvariable. For, it is advisable to future researchers in order to examine these variables in greater depth, especially concerning its dimensions in a more restrictive loading factor and the unit of analysis in health workers, certain clinic, environment on hospital both public or private sector.

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