Analysis of Consumer Satisfaction Levels on the Quality of Over the Counter Drug Services at Kamila Pharmacy

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Abstract. Satisfaction is a feeling of pleasure or disappointment that arises in a person after comparing impressions or perceptions of someone's performance or the results of a product, as well as expectations. The research objective is to determine the level of patient satisfaction with pharmaceutical services at Kamila Pharmacy. This research is descriptive research. The sample in this study consisted of 100 respondents at Kamila Pharmacy. The technique used was purposive sampling. The research results show that in the reliability aspect of drug information services, almost all respondents or 42% of respondents stated they were very satisfied and 45% of respondents stated they were satisfied, followed by quite satisfied at 9.2%, dissatisfied at 2.6%, and very dissatisfied at 1.2%. In the responsiveness aspect of drug information services, almost all respondents or 50% of respondents stated they were satisfied and 37% of respondents stated they were very satisfied, followed by quite satisfied at 7.6%, dissatisfied at 3.2%, and very dissatisfied at 2.2%. In the assurance aspect of drug information services, almost all respondents or 76% of respondents stated they were very satisfied and 19.5% of respondents stated they were satisfied, followed by quite satisfied at 3.25%, dissatisfied at 0.75%, and very dissatisfied at 0.5%. In the empathy aspect of drug information services, almost all respondents or 48.25% of respondents stated they were very satisfied and 42% of respondents stated they were satisfied, followed by quite satisfied at 6.25%, dissatisfied at 2.5%, and very dissatisfied at 1%. In the physical facilities aspect of drug information services, almost all respondents or 30.6% of respondents stated they were very satisfied and 51.2% of respondents stated they were satisfied, followed by quite satisfied at 11.4%, dissatisfied at 4.4%, and very dissatisfied at

Keywords: Customer satisfaction, Service quality, Over-the-counter medications, Pharmaceutical services, Pharmacy

1. INTRODUCTION

Pharmacies play a crucial role in the distribution of medicines and medical devices to the public. The existence of pharmaceutical service standards serves as a guideline for pharmaceutical personnel in carrying out their duties, aiming to prevent potential errors during the service process (Ministry of Health Regulation, 2017).

High-quality healthcare services begin with the application of ethical management standards, including in pharmaceutical services. Pharmaceutical services bear direct responsibility to consumers, as they involve pharmaceutical preparations that aim to produce tangible outcomes in improving the quality of life. Pharmacies are one of the primary facilities that deliver such pharmaceutical services (Nikmatuzahro, 2018).

Service quality refers to efforts made to meet customer needs and the accuracy in service delivery, balancing the customers' expectations. There are two key factors that influence service quality: expected service and perceived service (Bahem, 2018).

Pharmaceutical services in pharmacies must adhere to the Regulation of the Minister of Health of the Republic of Indonesia Number 73 of 2016 concerning Standards of Pharmaceutical Services in Pharmacies to ensure that the services provided to consumers are safe, high-quality, and in accordance with established standards.

To determine the effectiveness of pharmaceutical services in pharmacies, it is essential to assess consumer satisfaction. Consumer satisfaction serves as a benchmark for the quality of pharmaceutical services received and becomes a reference point to evaluate whether the services meet both the established standards and consumer expectations. One of the most common pharmaceutical services provided in pharmacies is self-medication, also known as over-the-counter (OTC) drug services (Peter et al., 2017).

Several studies have shown that consumer assessments of self-medication services in pharmacies can be evaluated based on drug availability, staff responsiveness to consumer inquiries regarding medications, as well as the service quality and competence of pharmacy personnel in delivering pharmaceutical information (Bertawati, 2013).

Measuring consumer satisfaction with healthcare services is an important indicator in evaluating the overall quality of healthcare delivery. Unmet consumer satisfaction becomes a primary concern for pharmacy management, necessitating strategic decisions to improve service quality. Moreover, consumer satisfaction with both services and products significantly impacts the sustainability and reputation of a pharmacy (Moore et al., 2013; Narendra et al., 2017).

The aim of this study is to analyze consumer satisfaction with the quality of over-the-counter (OTC) drug services at Kamila Pharmacy, as a basis for evaluating and improving the quality of pharmaceutical services.

2. METHODE

The type of research used in this study is descriptive research, which aims to realistically and objectively describe phenomena occurring within society (Bagyono, 2019). This study was conducted to obtain an overview of consumer satisfaction levels regarding the quality of over-the-counter (OTC) drug services at Kamila Pharmacy. The population consisted of all consumers who purchased OTC drugs at Kamila Pharmacy and met the inclusion and exclusion criteria. The sample size was determined based on the average monthly number of consumer visits, using a specific margin of error calculated with the Slovin formula (Sugiyono, 2011), and respondents were selected through purposive sampling based on predetermined criteria. The inclusion criteria included: (1) consumers aged 19 years and above, (2) those who

performed self-medication and received OTC drugs at Kamila Pharmacy, (3) those willing to participate and complete the questionnaire, and (4) individuals who were literate. Meanwhile, the exclusion criteria comprised: (1) consumers who attempted self-medication but the required drug was unavailable at the pharmacy, (2) those unwilling to fill out the questionnaire, (3) consumers purchasing drugs on behalf of others, and (4) consumers buying drugs with a doctor's prescription. The research instrument used was a questionnaire based on the five dimensions of service quality in the SERVQUAL model: Reliability, Responsiveness, Assurance, Empathy, and Tangibles. Data collected through the questionnaire were processed and analyzed using Microsoft Excel and presented in tables, graphs, or diagrams to illustrate the quality of OTC drug services at Kamila Pharmacy. Consumer satisfaction levels were measured using a satisfaction survey based on the five service dimensions, with the average satisfaction score calculated by dividing the total score obtained by the number of respondents (Astuti, 2021), which was then used to reflect consumers' perceptions of the services provided.

3. RESULT AND DISCUSSION

a. Characteristic

The characteristics of respondents in this study were categorized into seven groups: age, gender, income level, education, occupation, frequency of visits to the pharmacy, and the intended use of the purchased medication. This is consistent with the findings of Bahem (2017), which state that respondent satisfaction levels can be influenced by factors such as gender, age, education, and occupation. The detailed characteristics of the respondents in this study are presented in the following table.

Table 1. Characteristic

Characteristic	Frequency	%
Age		
17–19 years	20	20%
20–49 years	45	45%
50 years and above	35	35%
Gender		
Male	40	40%
Female	60	60%
Income Level		
< Rp 1,000,000	12	12%
Rp 1,000,000 – 5,000,000	53	53%
> Rp 5,000,000	35	35%

Education Level		
Did not complete elementary school	1	1%
Elementary school	7	7%
Junior high school	10	10%
Senior high school	38	38%
Higher education	44	44%
Occupation		
Student	12	12%
Private employee	19	19%
Entrepreneur	20	20%
Housewife	20	20%
Civil servant	25	25%
Others	4	4%
Frequency of Pharmacy Visits		
First time	17	17%
2–5 times	42	42%
More than 5 times	41	41%
Purpose of Drug Purchase		
For self	50	50%
For family	47	47%
For others	3	3%

Based on the table above, it can be seen that the highest percentage of respondents were aged between 20–49 years (45%). This is because individuals in this productive age range are generally more aware of the importance of health and therefore tend to purchase quality health products from trusted pharmacies that offer competent and high-quality services. According to Hermawati (2012), the 20–49 age range falls into the working-age category. Consequently, self-medication is often preferred as a method of treating minor ailments amid their busy schedules (Hermawati, 2012).

The majority of respondents were female (60%), compared to male respondents (40%). This may be attributed to a higher number of female visitors engaging in self-medication and being more willing to participate in interviews compared to male visitors.

The highest percentage of respondents by occupation were civil servants (25%), and the most common income range was between Rp. 1,000,000 and Rp. 5,000,000 (53%). This could be due to the strategic location of Kamila Pharmacy, which is situated near schools and government offices.

In terms of education, respondents with higher education (university level) accounted for the largest proportion (44%), indicating that individuals with higher

education are more likely to engage in self-medication and actively seek information about the medicines they use. This finding aligns with Suherman (2018), who stated that individuals with lower education levels tend to have less knowledge about self-medication and are more likely to consult a doctor, whereas those with higher education are more inclined to self-medicate (Suherman, 2018).

Regarding frequency of visits, the majority of respondents (42%) had visited the pharmacy 2–5 times. This suggests that most respondents are repeat customers. Furthermore, most respondents reported purchasing medicine for themselves (50%), followed by family members (47%). This finding is consistent with previous studies indicating that the majority of individuals choose self-medication based on prior personal or family experience with certain medicines (Harahap, 2015).

b. Customer Satisfaction Level at Kamila Pharmacy

1) Customer Satisfaction Level in the Reliability Dimension

Tabel 2 Customer Satisfaction Level in the Reliability Dimension

No.	Service Indicator	V S (5)		S (4)		FS (3)		D (2)		VD (1)	
		F	%	F	%	F	%	F	%	F	%
A1	Information about the medication is clearly conveyed by the pharmacist	36	36	50	50	9	9	4	4	1	1
A2	Affordable medication prices	44	44	45	45	7	7	3	3	1	1
A3	Consumers receive clear information on drug usage	30	30	50	50	10	10	6	6	4	4
A4	Speed of service delivery	50	50	40	40	10	10	0	0	0	0
A5	Accurate dispensing of medication	50	50	40	40	10	10	0	0	0	0
	Total	210	42	225	45	46	9.2	13	2.6	6	1.2

Based on the table above, it can be seen that in the aspect of reliability in drug information services, most respondents expressed high levels of satisfaction: 42% stated they were very satisfied, 45% satisfied, 9.2% fairly satisfied, 2.6% dissatisfied, and 1.2% very dissatisfied. Drug information service is provided by pharmacists who deliver clear and accurate information to patients. The aim of drug information service is to offer patients or the public unbiased information about medications that has been critically evaluated with the best available evidence across all aspects of drug use (Badriya, 2021).

2) Consumer Satisfaction Level on the Responsiveness Dimension

Tabel 3. Consumer Satisfaction Level on the Responsiveness Dimension

No.	Service Indicator	VS (5)		S(4)		FS (3)		D (2)		VD (1)	
		F	%	F	%	F	%	F	%	F	%
C1	Staff have knowledge about medications	77	77	23	23	0	0	0	0	0	0
C2	Staff are friendly and trustworthy	70	70	20	20	5	5	3	3	2	2
C3	The quality of the medication provided is guaranteed	80	80	15	15	5	5	0	0	0	0
C4	The medication provided corresponds to the request	77	77	20	20	3	3	0	0	0	0
	Total	**304**	**76**	**78**	**19.5**	**13**	**3.25**	**3**	**0.75**	**2**	**0.5**

From the table above, it can be seen that in the Assurance aspect of drug information services, the majority of respondents 76% reported being very satisfied, 19.5% were satisfied, 3.25% were fairly satisfied, 0.75% were dissatisfied, and 0.5% were very dissatisfied. Knowledge about medications provides a sense of safety and trust, which in turn positively influences the quality of service and leads to higher levels of consumer satisfaction.

3) Customer Satisfaction Level in the Empathy Dimension

No.	Service Indicator	VS (5)		S(4)		FS (3)		D (2)		VD(1)	
		F	%	F	%	F	F	%	F	%	F
D1	Staff pay attention to patients' complaints	28	28	48	48	10	10	10	10	4	4
D2	Staff provide services regardless of social status	55	55	40	40	5	5	0	0	0	0
D3	Good communication is established between staff and patients	55	55	40	40	5	5	0	0	0	0
D4	Staff do not let patients wait too long	55	55	40	40	5	5	0	0	0	0

| | **Total** | 193 | 48.25 | 168 | 42 | 25 | 6.25 | 10 | 2.5 | 4 | 1 |

Based on the table above, it can be seen that in the aspect of *Empathy* in drug information services, nearly half of the respondents (48.25%) stated that they were very satisfied, 42% were satisfied, 6.25% were fairly satisfied, 2.5% were dissatisfied, and 1% were very dissatisfied. According to previous research, the sense of empathy demonstrated by pharmaceutical technical staff has a significant impact on patient satisfaction. Patients tend to evaluate healthcare providers based on their attitude and politeness when delivering services (Hendra, 2018).

4) Satisfaction Level on the Tangible Dimension

No.	Service Indicators	VS (5)		S(4)		FS (3)		D (2)		VD (1)	
		F	**%**	**F**	**%**	**F**	**F**	**%**	**F**	**%**	**F**
E1	The pharmacy looks tidy and clean	30	30	50	50	10	10	5	5	5	5
E2	The room layout appears neat	25	25	53	53	15	15	5	5	2	2
E3	Medicines are completely available	33	33	50	50	10	10	5	5	2	2
E4	Pharmacy staff wear clean and neat uniforms	40	40	50	50	7	7	2	2	1	1
E5	The toilet is fragrant and clean	25	25	53	53	15	15	5	5	2	2
	Total	**153**	**30.6**	**256**	**51.2**	**57**	**11.4**	**22**	**4.4**	**12**	**2.4**

Based on the table above, it can be seen that in the aspect of physical facilities in drug information services, nearly all respondents—30.6%—stated that they were very satisfied, and 51.2% stated they were satisfied. Furthermore, 11.4% were fairly satisfied, 4.4% dissatisfied, and 2.4% very dissatisfied. According to a study by Purbohastuti (2018), physical appearance has a positive influence on consumer loyalty and is associated with the intention of repeat visits. This finding is consistent with research by Badriya (2021), which showed that 83.15% of patients were very satisfied with the physical appearance of a pharmacy in Bareng, Malang City.

4. CONCLUSION

The research results show that in the reliability aspect of drug information services, nearly all respondents 42% stated they were very satisfied, and 45% stated they were satisfied. Furthermore, 9.2% were fairly satisfied, 2.6% were dissatisfied, and 1.2% were very dissatisfied. In the responsiveness aspect, 50% of respondents stated they were satisfied, 37% were very satisfied, 7.6% were fairly satisfied, 3.2% were dissatisfied, and 2.2% were very dissatisfied. Regarding the assurance aspect, 76% of respondents stated they were very

satisfied, 19.5% were satisfied, 3.25% were fairly satisfied, 0.75% were dissatisfied, and 0.5% were very dissatisfied. For the empathy aspect, 48.25% of respondents stated they were very satisfied, 42% were satisfied, 6.25% were fairly satisfied, 2.5% were dissatisfied, and 1% were very dissatisfied. Lastly, in the tangible (physical facilities) aspect, 30.6% of respondents stated they were very satisfied, 51.2% were satisfied, 11.4% were fairly satisfied, 4.4% were dissatisfied, and 2.4% were very dissatisfied.

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