

CHAPTER I

INTRODUCTION

1.1 Background of Study

Health is one of shape trust from Allah SWT that we must be grateful for, by maintaining, utilizing it to carry out worship and other activities. Humans sometimes can be negligent of the health favors that God has given, therefore Allah SWT can make someone become to be sick and with His also will someone can recover from the illness.

Healing will come for those who try to improve their worship and endeavors. One of these efforts can be done by means of treatment. Discussing treatment solutions, pharmacies are the main choices for the majority of people in obtaining health services. The meaning of pharmacy itself according to the Regulation of the Minister of Health of the Republic Indonesia Article 1 No.9 of 2017 is a pharmaceutical service facility as a place of pharmacy practicing by pharmacists.

Allah SWT said in Al-Qur'an *Surah At-Taubah* chapter 9 Verse 105 :

وَقُلْ اَعْمَلُوا فَسَيَرَى اللّٰهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنِينَ وَسَتَرَدُّونَ اِلَىٰ عَالِمِ الْغَيْبِ
وَالشَّهَادَةِ فَيُنبِّئُكُمْ بِمَا كُنْتُمْ تَعْمَلُونَ

And Allah says “Work on you!!, then Allah and His Rasullulah and also the believers will see your work, and you will be returned to Allah SWT, Who knows between unseen (ghaib) and what the real, then He tells you what have you done”.

Through this verse, Allah SWT commands his servants to always do a job as well as possible. In the pharmaceutical field particular, the performance of a pharmacist at pharmacies has a great responsibility in serving the community. Working hard and maximally in pharmaceutical services will give its own assessment both in the sight of Allah SWT and

the Messenger of Allah (Rasulullah SAW) sight particular and in the eyes humans generally.

Knowledge of extensive pharmaceutical science, self-efficacy, and professional communication skills can be one of pharmacist's person provisions in serving various characteristics of patients when giving drug information, both from the method of use, contraindications, side effects, and even education to avoid the existence (*medication error*) as expected by patients in general. The application of standardization pharmaceutical services set by the Minister of Health of the Republic of Indonesia No.73 of 2016, is a form of pharmaceutical service that was directly and responsible to patients relating to pharmaceutical preparations, medical devices, and medical materials with the intention of achieving definite results to improve quality of patient life.

The results of research on patient satisfaction with pharmaceutical services at the Sleman DIY in Pharmacy show that patient's as a whole they feel unsatisfied with pharmaceutical services in terms of the ability of employees to undergo relationships, communication, and attention to patients or consumers (Baroroh, 2014). Similar studies related to Patient Satisfaction of participants in the National Health Insurance Program for Pharmaceutical Services at pharmacies showed that the assurance dimension had the lowest percentage of satisfaction compared to the empathy dimension (Yuniar & Handayani, 2016).

In addition, the results of the study about patients satisfaction on pharmaceutical services at the Yogyakarta pharmacy show the fact that tangible facilities have the highest gap compared value to other dimensions, but still have a satisfying percentage (Nikmatuzaroh, 2018). Different case with the results of research on evaluating the implementation of pharmaceutical services in the pharmacy at Tegal region, which shows the disadvantages side of aspects management on Pharmacy Resources and services aspects of drug therapy monitoring (Prabandari & Putri, 2019).

Patient satisfaction is a description of the results of a quality pharmaceutical service at the pharmacy, which if consumers can be satisfied and fulfilled their needs with excellent service then consumer loyalty will arise. Measuring customer satisfaction has become a top priority for many companies (Kotler & Keller, 2008). According to the Republic of Indonesia Minister of Health Regulation No.73, Article 5, to ensure the quality of pharmaceutical services must be carried out using the audit, review, survey and observation methods. Measuring the level of patient satisfaction through evaluating the performance of health services is one of them, it can be a part of indicator to evaluate the quality of pharmaceutical health services in pharmacies (Ihsan, 2014).

Based on this background, the researchers saw that there was a need for an analysis of patient satisfaction on the quality of pharmaceutical services at the Colomadu District Region Karanganyar City with the aim that health services, especially pharmacies could continuously improve in providing services to the community at large.

1.2 Problem Study

Based on the background above, the researcher takes the problem by determining the problems of study, which is about how was the evaluation of patient satisfaction level on quality of pharmaceutical services at Colomadu District Region Pharmacies in Karanganyar City? Is there a relationship between the characteristics of patients and their level of satisfaction on the quality of pharmaceutical services at the pharmacy?

1.3 Research Purpose

The purpose of this study is to determine the level of patient satisfaction on quality pharmaceutical services at Colomadu District Region Pharmacies in Karanganyar City and to find out the relationship between patient characteristics and patient satisfaction on the quality of pharmaceutical services at Colomadu District Region Pharmacies in Karanganyar City.

1.4 Benefits of Research

1.4.1 Theoretical Benefits

The results of this study are expected to increase insight how the descriptive description of the patient satisfaction level on quality of pharmaceutical services at the District Region Colomadu Pharmacies Karanganyar City, not only in the Colomadu District Pharmacy in Karanganyar City especially but also for the other pharmacies in various places generally.

1.4.2 Practical Benefits

1. Is one of the evaluation materials that can be applied later as a suggestion for pharmacists in pharmacies to always repairing and improve the quality of pharmaceutical services accordingly.
2. Increase the community or public knowledge that pharmacist have a great important assignment or task in providing pharmaceutical services.
3. Provides benefits for other researchers as the basis of literature reference in research.