

CHAPTER I

INTRODUCTION

1.1 Background

In the current era of globalization, public awareness is increasingly rising that health is the most valuable asset in life. Consequently, the demand for healthcare facilities is also increasing. The health protection provided by the government is an important aspect of community welfare within the economic system and social development. This requires healthcare providers to deliver and enhance the quality of curative and preventive services, aiming to improve the quality of life and provide consumers with satisfaction regarding healthcare services. The paradigm of healthcare facilities for the community is no longer just a necessity but rather a choice. One way to improve the quality of human life is to enhance the quality of healthcare services. According to the Government Regulation of the Republic of Indonesia No. 47 of 2016, there are types of healthcare facilities commonly encountered by the public, one of which is a pharmacy¹.

Pharmacy are facilities that provide pharmaceutical supplies to the community by compounding, formulating, and dispensing medications. They also play a role in ensuring the equitable and widespread distribution of essential medicines². Pharmacy have become one of the most frequently visited healthcare service facilities by the public. This is because pharmacy are the first point of reference for the community to seek treatment. Based on the results of the conducted research, it is stated that 87.2% of the community (patients) prefer the nearest pharmacy to their home³. One type of healthcare service available at pharmacy is pharmaceutical care.

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¹ Depkes RI, *Fasilitas Pelayanan Kesehatan*, Jakarta, Departemen Kesehatan Republik Indonesia, 2016.

² Helni, "Tingkat Kepuasan Pasien Terhadap Pelayanan Apotek di Kota Jambi," *Jurnal Penelitian Universitas Jambi Seri Humaniora* 17, no. 2 (2015).

³ Sujono, R., dan Sabiti, F. B., "Pandangan Konsumen Ibu PKK di Semarang Terhadap Kehadiran Apoteker Dalam Pelayanan Kefarmasian di Apotek," *Pharmacon: Jurnal Farmasi Indonesia*, Edisi Khusus (Rakerda-Seminar IAI Jateng), 2020.

Pharmaceutical services are direct services, responsible for patients, and related to pharmaceutical preparations aimed at improving the quality of life for patients⁴. Pharmaceutical services in pharmacies are essential to ensure the provision of rational drug use, namely, medications that are available, safe, effective, and affordable. High-quality services are also necessary to ensure patient satisfaction, as the community acts as healthcare consumers. The implementation of pharmaceutical service standards serves as a guideline for providing consistent and reliable pharmaceutical care. These standards provide a framework for pharmaceutical personnel to deliver appropriate and professional services.

Pharmaceutical services, which initially focused solely on medication management (drug-oriented), have now evolved into comprehensive services that include medication services, clinical pharmacy services, pharmaceutical resources, and quality service evaluation. The consequence of this change in orientation requires pharmacists to implement pharmaceutical service standards that serve as benchmarks in providing pharmaceutical services⁵. The implementation of pharmaceutical services in Indonesian pharmacies is often referred to as services that do not meet legal requirements⁶.

Pharmaceutical services can be viewed as factors for evaluating a pharmacy, including the appearance of the pharmacy, the friendliness of the staff, the provision of drug information, the availability of medications, and the speed of service at the pharmacy. The results of the research conducted by Kawahe et al. (2015) state that there is a correlation or relationship between pharmaceutical services and patient satisfaction⁷. Service quality has a direct correlation with patient satisfaction. Patient satisfaction with pharmaceutical services reflects the quality of service and is a good indicator of the medical treatment provided. Satisfaction in using pharmacy services is the customer's attitude that determines the direction and

⁴ Peraturan Menteri Kesehatan Republik Indonesia, *Standar Pelayanan Kefarmasian di Apotek*, (Jakarta: Keputusan Menteri Kesehatan Republik Indonesia, 2016).

⁵ Kementerian Kesehatan Republik Indonesia, *Petunjuk Teknis Standar Pelayanan Kefarmasian di Apotek* (Jakarta: Kementerian Kesehatan Republik Indonesia, 2019).

⁶ Wiryanto dan Sudewi, *Tingkat Pemenuhan Standar Praktik beberapa Apotek di Kota Medan*, Universitas Sumatera Utara, 2016, Hal.151-157.

⁷ Kawahe, dkk, *Hubungan Antara Mutu Pelayanan Kefarmasian Dengan Kepuasan Pasien Rawat Jalan Di Puskesmas Teling Atas Kota Manado*, Jurnal Ilmiah Farmasi, UNSRAT, 2015.

ultimate goal in understanding the correct use of medication or in purchasing pharmaceutical products.

Putri (2017) states that the level of satisfaction with pharmaceutical services has a positively impact on patient loyalty. The higher the level of satisfaction, the greater the likelihood that patients are to remain loyal to the pharmacy⁸. Meanwhile, the research conducted by Akhmad et al. (2019) stated that 58.08% of pharmacy patients in Sukarame District were dissatisfied with the pharmacy services they received⁹. Therefore, it is necessary to review the relationship between pharmaceutical services and patient satisfaction levels.

From an Islamic perspective, providing the best service to others is a reflection of ethical and professional values. Good, efficient, and effective service can enhance customer satisfaction. Therefore, delivering high-quality service not only has a positive impact on the business but also fosters a sense of fulfillment for consumers. This principle is reflected in the Qur'an, Surah An-Nisa, verse 86, which states:

وَ إِذَا حُيِّتُمْ بِتَحِيَّةٍ فَحَيُّوا بِأَحْسَنَ مِنْهَا أَوْ رُدُّوهَا إِنَّ اللَّهَ كَانَ عَلَى كُلِّ شَيْءٍ حَسِيبًا

“When you are greeted with a greeting, respond with one better than it, or return it in like manner. Indeed, Allah is ever, over all things, an Accountant.”

In the context of pharmaceutical practice, this verse serves as a foundation for pharmacy staff to respect and value consumers by delivering high-quality services. Providing excellent service is essential, as it contributes positively to the pharmacy, particularly in fostering patient satisfaction.

Based on the background described above, it is necessary to conduct research on patient satisfaction with pharmaceutical services at Kimia Farma Pharmacy in Cimahi City. The results can serve as a benchmark for the pharmacy

⁸ Putri, D.R, *Pengaruh Kualitas Pelayanan Kefarmasian Terhadap Kepuasan, Kepercayaan, dan Loyalitas Konsumen Apotek*, Indonesian Journal For Health, 2017.

⁹ Akhmad, dkk, *Tingkat Kepuasan Konsumen Apotek Terhadap Pelayanan Kefarmasian di Apotek Kecamatan Sukarame*, Jurnal Farmasi Malahayati, 2019.

and its healthcare personnel to improve and enhance the quality of pharmaceutical care provided to patients.

1.2 Research Problem

Based on the background above, the problem formulation in this research is as follows:

- a) How is the level of patient satisfaction with pharmaceutical services at Kimia Farma Pharmacy Cimahi?
- b) Has the pharmaceutical service at Kimia Farma Pharmacy Cimahi complied with the Minister of Health Regulation No. 73 of 2016?

1.3 Research Objectives

The objective of this research is as follows:

- a) To determine the level of patient satisfaction with pharmaceutical services at Kimia Farma Pharmacy in Cimahi City.
- b) To assess whether the pharmaceutical services at Kimia Farma Pharmacy in Cimahi comply with the standards set forth in the Minister of Health Regulation No. 73 of 2016.

1.4 Research Significance

1. Theoretical Benefits

The findings of this study may serve as a reference for future research, particularly on the implementation of pharmaceutical service standards in community pharmacies.

2. Practical Benefits

The results of this research are expected to contribute to the body of knowledge and enhance readers' understanding of the application of pharmaceutical service standards in pharmacies as a means to support patient satisfaction.

1.5 Authenticity of The Research

Research on the implementation of pharmaceutical services has been conducted by several researchers, as shown in Table 1 below.

Table 1. Authenticity of The Research.

Research Title	Research Methodology	Variable	Results	Differences in Research
Implementation of 1 Pharmaceutical Service Standards at Kimia Farma Pharmacy, Banjarsari District ¹⁰ (Febiana, 2023)	Observational	<p>Dependen :</p> <p>Implementation of Pharmaceutical Service Standards in Pharmacies in Accordance with the Regulation of the Minister of Health of the Republic of Indonesia No. 73 of 2016.</p> <p>Independen :</p> <p>Factors that influence the implementation of pharmaceutical service standards include pharmacy management, the competence of pharmaceutical personnel, and supporting</p>	<p>The Kimia Farma Pharmacy in Banjarsari District has not fully implemented the pharmaceutical service standards in pharmacies based on the Regulation of the Minister of Health of the Republic of Indonesia Number 73 of 2016. The pharmaceutical service standards at Kimia Farma Pharmacy Kadipiro have a compliance percentage of 86% (very compliant), and at Kimia Farma Pharmacy Yosodipuro have a compliance percentage of 80% (compliant) with the Regulation of the Minister of Health of the Republic of Indonesia Number 73 of 2016.</p>	<p>The research method uses a reliability test. The study was conducted in two pharmacies, and the research was carried out in 2023.</p>

¹⁰ Febiana, Syifa, dkk., *Penerapan Standar Pelayanan Kefarmasian di Apotek Kimia Farma Kecamatan Banjarsari* (Surakarta: Jurnal Kesehatan Rajawali, 2023), 5-6.

facilities in pharmacies.

The Level of Observation
Consumer l
Satisfaction
with Pharmacy
Services at
Pharmacies in
Sukarame
District¹¹
(Akhmad
Dalili, 2019)

Dependen :

Patient
satisfaction with
pharmacy
services

Independen :

Patient
characteristics
including age,
gender,
education,
occupation,
monthly income,
and number of
visits

The research results show that monthly income and the number of patient visits to the pharmacy have a significant relationship with patient satisfaction (p-value < 0.05). Meanwhile, age, gender, education, and occupation do not have a significant relationship with patient satisfaction (p-value > 0.05).

The research was conducted in 15 pharmacies with respondents who met the researcher's criteria, and the research was carried out in 2019.

The Level of Observation
Consumer l with a
Satisfaction cross-
with Pharmacy sectional
Services in the approach
Mertoyudan
District,
Magelang
Regency¹²

Dependen :

Patient
satisfaction level
with pharmacy
medication
services

Independen :

Pharmacy
Appearance:

Less satisfactory aspects: the use of uniforms/identification badges by staff (68% dissatisfied) and the provision of additional information besides the purchased medication (75% dissatisfied).

The distribution of the questionnaire consisted of 100 questions given to respondents at 20 pharmacies in the Mertoyudan District.

¹¹ Akhmad Dalili, Atika, dkk., "Tingkat Kepuasan Konsumen Apotek Terhadap Pelayanan Kefarmasian di Apotek Kecamatan Sukarame," *Jurnal Farmasi Malahayati* 2, no. 1 (2019): 86.

¹² Puspita Septie Dianita dan Elmiawati Latifah, "Tingkat Kepuasan Terhadap Pelayanan Obat Di Apotek Wilayah Kecamatan Mertoyudan Kabupaten Magelang," *Jurnal Farmasi Sains dan Praktis*, No.2 (2017): 19.

The physical appearance of the pharmacy, including the signboard, location, layout, and cleanliness of the waiting area.

Friendliness of the Drug Information Officer:

The attitude and communication skills of the pharmacy staff include the use of clear language and the provision of additional information.

Service Speed:

The promptness of service delivery, including drug price calculation and prescription processing time..

Patient Satisfaction Level Towards Non-experimental

Dependen :

There is no relationship between patient satisfaction levels and the

Research in Rembang shows that there is no correlation

Pharmaceutica l Services at Pharmacies in Rembang Regency ¹³	The level of quality of pharmaceutical services provided by patient satisfaction with pharmacists, based on the pharmaceutical Pearson Correlation test (p services. = 0.503 > 0.05).	between the quality of pharmaceutical services and patient satisfaction levels.
<p>Independen :</p> <p>The dimensions of patient satisfaction are based on five aspects: reliability, assurance, tangibles, empathy, and responsiveness.</p>		
Patient Satisfaction Study on Pharmaceutica l Services at the Outpatient Pharmacy of RSUP DR. M. Djamil Padang ¹⁴	<p>Dependen :</p> <p>Patient satisfaction level with pharmaceutical services</p> <p>Independen :</p> <p>Gender, age, education, occupation, and income</p>	<p>The results show a significant relationship between education and occupation and the level of patient satisfaction (p < 0.05). In contrast, no significant relationship was found between gender, age, or income and satisfaction levels (p > 0.05). Among the two dimensions, Friendly Explanation was identified as the dominant factor influencing patient satisfaction, having a</p> <p>This study utilizes a specialized instrument developed by Larson, which measures patient satisfaction based on two distinct dimensions: friendly explanation and managing therapy.</p>

¹³ Sally Astya Utami dan Zakky Cholisoh, "Tingkat Kepuasan Pasien Terhadap Pelayanan Kefarmasian di Apotek Kabupaten Rembang," *Jurnal Farmasi Indonesia*, No.2 (2017): 54.

¹⁴ Dian Ayu Juwita, Helmi Arifin, dkk., "Kajian Kepuasan Pasien terhadap Pelayanan Kefarmasian di Apotek Rawat Jalan RSUP DR. M. Djamil Padang," *Jurnal Farmasi Higea*, No.1 (2019): 32.

greater impact than
Managing Therapy.

