

THE INFLUENCE OF PHARMAKER INTERPERSONAL COMMUNICATION ON SERVICE QUALITY TO PATIENTS AT PKM ALALAK CENTRAL BANJARMASIN PHARMACY

Mahrita Apriyani¹, Maria Ulfa², Fitriatul Awaliyyah³, Mayda Prastiwi⁴, Marhaeni Fajar Kurniawati⁵

^{1,2,3,4,5} Master of Communication Sciences Program at the Islamic University of Kalimantan

ARTICLE INFO

Keywords:
Interpersonal Communication,
Quality of Service
(Service Quality).

E-mail:
mahrita.apriyani@gmail.com

ABSTRACT

Health service is a very important service in human life. Health services are not only limited to treatment, but also include prevention and maintenance of health. One form of health service is pharmaceutical services provided by pharmacists in pharmacies. In providing pharmaceutical services, pharmacists are not only required to have adequate knowledge about drugs and medication, but also must have the ability to communicate with patients interpersonally. The pharmacy at Pkm Alalak Tengah Banjarmasin has an important role in providing pharmaceutical services to patients. Therefore, it is important to know the influence of pharmacist interpersonal communication on the quality of service provided to patients at the Pkm Alalak Tengah Banjarmasin pharmacy. However, there are still some problems in interpersonal communication between pharmacists and patients at the Pkm Alalak Tengah Banjarmasin pharmacy. The purpose of this study was to determine the effect of Interpersonal Communication on Service Quality for patients at Pkm Alalak Tengah Pharmacy, Banjarmasin. The type of research used is explanatory research using a quantitative approach. The data collection technique is in the form of a questionnaire instrument to obtain primary data. Dissemination of statements addressed to respondents with the Likert scale technique. After going through the validity and reliability tests, then the data were analyzed using a simple linear regression test, hypothesis testing (t test) and the coefficient of determination. T test results found $t_{count} 19.346 > t_{table} 1.984$, this shows interpersonal communication has a significant effect on the variable quality of service (Quality Service) at the Pkm Alalak Tengah pharmacy. Based on the results of the coefficient of determination, the value of R Square is obtained of 0.792 or 79.2%. This implies that the interpersonal communication variable (X) influences the service quality variable (Y) by 79.2% while the remaining 20.8% is influenced by other variables not examined in this study.

Copyright © 2023 Jurnal Ekonomi. All rights reserved.
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

Health service is a very important service in human life. In Nurrizka (2011) Health services are not only limited to treatment, but also include prevention and maintenance of health. One form of health service is pharmaceutical services provided by pharmacists in pharmacies. In providing pharmaceutical services, pharmacists are not only required to have adequate knowledge about drugs and medication, but also must have the ability to communicate with patients interpersonally. Effective interpersonal communication can help pharmacists understand the needs and health problems of patients, so they can provide better service.

According to Effendy (2002) Interpersonal communication is a message conveyed by one person and another person or a small group of people as recipients of the message, with various impacts with opportunities to provide immediate feedback. Interpersonal communication according to Muhammad (2011) is an exchange of verbal or non-verbal messages between senders and recipients of messages to change behavior.

The Influence Of Pharmaker Interpersonal Communication On Service Quality To Patients At Pkm Alalak Central Banjarmasin Pharmacy. Mahrita Apriyani, et al

PKM Alalak Tengah Banjarmasin is one of the Puskesmas that has a pharmacy in Banjarmasin City. The pharmacy at PKM Alalak Tengah plays an important role in providing pharmaceutical services to patients. Therefore, it is important to know the influence of pharmacist interpersonal communication on the quality of service provided to patients at the PKM Alalak Tengah pharmacy. In the context of pharmaceutical services in pharmacies, interpersonal communication between pharmacists and patients is very important because it can affect patient trust in pharmacists and the pharmaceutical services provided. In addition, good interpersonal communication can assist pharmacists in providing more effective information and education to patients regarding the drugs and treatments given.

However, there are still some problems in interpersonal communication between pharmacists and patients at the PKM Alalak Tengah pharmacy. These problems include the pharmacist's lack of knowledge in interpersonal communication, the lack of time available to communicate with patients, and the lack of adequate facilities to support effective interpersonal communication. By knowing the influence of pharmacist interpersonal communication on the quality of service provided to patients at the PKM Alalak Tengah Banjarmasin pharmacy, it is hoped that it can help improve the quality of pharmaceutical services provided and increase patient trust in pharmacists and the pharmaceutical services provided.

2. METHOD

The type of research used is explanatory research using a quantitative approach. The population in this study were patients who came to the PKM Alalak Tengah Banjarmasin Pharmacy. The sample used in this study was 100 people, as quoted by Sugiono (2008) in his book, an appropriate sample size in each study is between 30 and 500 people.

This study uses a sampling technique with a non-probability sampling method, namely a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample and is carried out incidentally, namely a sampling technique based on chance, anyone who by chance meets researcher, it can be used as a sample in this study, if it is seen that the person who happened to be met is suitable as a source of data (Sugiono, 2008:55). The data analysis technique used in this study is the Research Instrument Test (Validity and Reliability Test). Data analysis to determine the effect of the Independent variable on the Dependent variable uses Simple Linear Regression analysis and T-test.

3. RESULTS AND DISCUSSION

Validity test

To get quality research results, one of the determining factors is that the instrument used really measures what you want to measure, namely by testing the validity of each independent variable and dependent variable using the following criteria:

If $r_{\text{count}} > r_{\text{table}}$, then the question item is valid,

If $r_{\text{count}} < r_{\text{table}}$, then the question item is invalid.

Table 1. Validity Test Results

Items	Corrected Items - Total Correlation	Value r_{table}	Information
KI1	0.572	0.195	Valid
KI2	0.572	0.195	Valid
KI3	.350	0.195	Valid
KI4	0.661	0.195	Valid
KI5	0.492	0.195	Valid
KI6	0.671	0.195	Valid
KI7	0.545	0.195	Valid
KI8	0.298	0.195	Valid
KI9	0.572	0.195	Valid
KI10	0.333	0.195	Valid
KI11	0.492	0.195	Valid
KP1	0.678	0.195	Valid
KP2	.452	0.195	Valid
KP3	.490	0.195	Valid
KP4	0.800	0.195	Valid
KP5	0.678	0.195	Valid

Based on table 1 above, it shows that the Pearson product moment correlation value (r count) for each question item is greater than the rtable l value of 0.195 with a significant rate of 5% and n = 100, this indicates that each item the questions used in this research instrument have valid results and can be used as a measuring tool in this study.

Reliability Test

The reliability test aims to see the consistency of the instrument using the Cronbach technique , namely by testing the consistency of each question item contained in the independent and dependent variables. The results of the reliability test can be seen from the following table:

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Information
Interpersonal Communication (X)	0.716 _	Reliable
Service Quality (Y)	0.651 _	Reliable

Based on table 2, Cronbach's value can be seen alpha which is 0.716 and 0.651 is greater than 0.60 so that the instrument above has passed the reliability test and meets the requirements to be used in this study.

Simple Linear Regression

Table 3. Coefficient
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	1,033	.823		1,255	.212
Interpersonal Communication	.424	.022	.890	19,346	.000

a. Dependent Variable: Service Quality

Based on the output of Coefficients SPSS 26.0 for Windows , a simple linear regression equation in this study is obtained as follows:

$$Y = 1.033 + 0.424X$$

From these equations can be explained as follows:

- The coefficient (a) is 1.033 which shows a constant value, where if there is no interpersonal communication variable, then the value of service quality is 1.033, which means that the level of quality of pharmacy services at PKM Alalak Tengah Banjarmasin when interpersonal communication is absent is 1.033.
- The coefficient (b) is 0.424 which indicates that the interpersonal communication variable (X) influences service quality (Y) or in other words, if interpersonal communication is increased by 1%, the service quality will increase by 0.424 (42.4%). Conversely, if the interpersonal communication variable is lowered, the quality of pharmacy services will decrease by 0.424 (42.4%).

T test

The t test can be seen from table 8 where the calculated t value is the value obtained by comparing the regression coefficient of each variable with the standard error of the coefficient. The decision criteria for the value of t count compared to t table. Based on the results of the tests that have been done, the interpersonal communication variable (X) is sig. 0.000 < 0.05 so it can be concluded that there is an influence between variable X on variable Y. Based on the t -count value of 19.346 > t -table 1.984, this shows that H 1 is accepted or interpersonal communication has a significant effect on the variable quality of service (Quality Service) at the pharmacy PKM Alalak Tengah Banjarmasin .

Coefficient of Determination

The coefficient of determination in this study is used to determine how much the Service Quality (Y) variable is caused by the Interpersonal Communication variable (X). The test results for the coefficient of determination can be seen in the following table:

Table 4 . Coefficient of Determination
Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.890 ^a	.792	.790	.970

a. Predictors: (Constant), Interpersonal Communication

From table 4, the R Square number is 0.792 or 79.2%. This implies that the interpersonal communication variable (X) influences the service quality variable (Y) by 79.2% while the remaining 20.8% is influenced by other variables not examined in this study. This shows that there are still several other factors that affect the quality of service (Service Quality) at the PKM Alalak Tengah Banjarmasin Pharmacy.

4. CONCLUSION

Based on the results of an analysis of the effect of interpersonal communication on service quality (Service Quality) to patients at PKM Alalak Tengah Banjarmasin , it can be concluded that interpersonal communication has a significant effect on service quality (Service Quality). This is evidenced by the significance value of $0.000 < 0.05$ and the t count value of $19.346 > t$ table 1.984, so it can be concluded that H1 in this study is accepted.

REFERENCES

- [1] Alphabet. Muhammad, Arni. (2011). "Organizational Communication". Jakarta: P. Bumi.
- [2] Deddy Mulyana. (2011). "Communication Studies". Bandung: PT. Rosdakarya.
- [3] Effendi, O. (2002). "Public relations". Bandung: PT. Rosdakarya youth.
- [4] Sugiono. (2008). " Quantitative Research Methods, Qualitative and R & D " . Bandung: Alphabet.
- [5] Arianto, N. (2018). The Effect of Service Quality on Visitor Satisfaction and Loyalty in Using the Services of the Rizen Kedaton Hotel, Bogor. *Journal of Competitive Marketing* , 1(2), 83–101.
- [6] Christono, AB (2022). Effect of Service Quality and Price on Customer Satisfaction. *UBS Journal of Economics and Business* , 8(1), 1–17.
- [7] Ida, SW (2013). Interpersonal Communication And Communication Climate Within Organizations. *Journal of Da'wah Tabligh* , 14(1), 115–126.
- [8] Nurrizka RH, SW (2011). Community Satisfaction Index Measurement of Health Services. *Journal of Health Service Management*. Vol. 14(1) : 11-19. In *Journal of Health Service Management* (Vol. 14, Issue 01).
- [9] Zeithaml, VA, & Bitner, MJ (2000). *Service Marketing: Integrating Customer Focus Across the Firm*. Second Edition. New York: The McGraw-Hill Companies .