

THE EFFECT OF IMPROVING THE QUALITY OF PHARMACEUTICAL SERVICES ON OUTPATIENT SATISFACTION AND TRUST AT PT X BEKASI HOSPITAL

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ARTICLE INFO

Keywords:

Service Quality, Satisfaction, Trust

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ABSTRACT

PT X Bekasi Hospital is very aware of the importance of service quality for customer satisfaction. The survey results for the January-October 2021 period, out of 1631 total complaints against pharmaceutical services at PT X Bekasi Hospital, there were 45 complaints. Survey results and prescription coverage data show that there is still a gap between expectations and reality. This study aims to determine and explain the effect of improving the quality of pharmaceutical services on the satisfaction and trust of independent outpatients at PT X Bekasi Hospital. The research method uses a quasi-experimental method (Quasi Experiment Methode) with a control group pre-test and post-test approach. The data of this study is outpatient self-payment PT. X Bekasi, with a total population of 168 people. The sampling technique in this study used the Slovin formula with an accuracy rate of 95% and a margin of error of 5%, so a sample of 118 respondents was obtained. The results showed that the value of service quality was still below the score before the intervention. There is an influence of efforts to improve the quality of pharmaceutical services on the satisfaction and trust of independent outpatients at PT X Bekasi Hospital, with an influence of 62.3%. Service quality can fulfill patient expectations of the quality of services provided in the form of quality employee performance and professional competence. Efforts to improve the quality of pharmaceutical services have an impact on the trust of independent outpatients at PT X Bekasi Hospital, with an influence of 46.8%. This means a quality management system that makes employees or employees increase their professional competence, thus making customers assess the company and its employees to be trustworthy and reliable entities.

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1. INTRODUCTION

The quality of public services often gets the spotlight because it is one of the measuring tools for the success of a service. Community demands for service quality improvement are important studies in various fields, including the health sector. Service managers are increasingly aware of the need to improve the quality of services, including health services. This is in line with customer expectations and the influence of technological developments that give rise to many new service formats. Awareness and concern for quality is increasing. Things related to quality include the belief that something quality must be luxurious, luxurious, and expensive. Quality is also considered as something abstract so it cannot be measured and quality improvement efforts require quite expensive costs [1]. Efforts to improve the quality and performance of health services in Indonesia have been carried out since 1986 with the implementation of quality control groups in hospitals, public health centers, and other health services. Total Quality Management (TQM) was introduced in 1994 and performance management in 1996, which is a continuation of the quality control program [2]. The mandate of Law Number 44 of 2009 and Regulation of the Minister of Health Number 4 of 2018, is a manifestation of the hospital's commitment to improving quality [3]. Hospitals must make quality improvement efforts to ensure that the services provided to patients are safe and meet patient needs. This quality improvement effort can be done by implementing Total Quality Management so that service quality increases and has an impact on patient satisfaction and trust [4].

Improving the quality of health services is very important, seeing the rapid growth of hospitals in Indonesia. Since 2012 the number of hospitals in Indonesia has increased by an average of 5.2%. This number includes public hospitals and private hospitals with a total number of 2,773. However, over the past 6 years, the growth of public hospitals has not been as rapid as the growth of private hospitals. The average growth of public hospitals was 0.4%, due to a decrease in the number of non-profit private hospitals, while private hospitals were 15.3%. The data shows that the number of hospitals continues to increase so various advantages can be offered by each hospital [5]. Currently, people are faced with many choices of health services, and private and public health facilities are becoming increasingly critical in choosing health services to get quality services. For this reason, hospitals must continue to strive to be able to meet community expectations by improving the quality of health services from time to time in a sustainable manner [6]. Because patient satisfaction is an important key to improving *quality care* in health services. *Healthcare providers* need to realize that the main advantage of the healthcare system is that it comes from the patient. Satisfied patients will always be comfortable getting service in the hospital at repeated times, always come back, and will give good recommendations to others [7]. The patient satisfaction measurement indicator is an assessment indicator of health *care providers*. Hospital growth is directly proportional to the increase in patient knowledge about what health services should be obtained, so the patient's needs their expectations can be met and patients are satisfied and trust the services provided [8].

The quality of health services can be interpreted as a condition of meeting the degree of public or individual health care by good professional standards by utilizing resources reasonably, efficiently, and effectively within the limitations of government and community capabilities, and being held safely and satisfying customers by good norms and ethics [9]. Every professional organization has a legal basis that regulates the delivery of health services to remain oriented towards patient safety. Hospital health services or other health care institutions are a system consisting of various components that are interrelated, interdependent, and influence each other [10]. The three components of a service consist of inputs, processes, and results. The inputs in question are physical facilities, equipment and equipment, organization, and financial management, as well as human resources and other resources in the hospital [11]. Some important aspects that need attention in this regard are honesty, effectiveness, and efficiency, as well as the quantity and quality of existing inputs [12]. The process can be interpreted as the result of interaction activities carried out between employees and professional personnel with internal and external customers. Process assessment can be assessed from the provision of health services that have carried out all types of procedures by applicable regulations. Outcome is defined as the follow-up of the output in the form of the final results of activities and actions of professional personnel and all employees towards customers. The results achieved can be assessed from changes in patient behavior, such as initially not knowing how the procedure for registering new patients after the procedure must be done to reduce the number of complaints received [13].

Improving the quality of health services is not as simple as imagined. There are various problems encountered when applied in the field. Of course, there is a dilemma in realizing quality in health services provided by Standard Operating Procedures (SOP) or fixed procedures [14]. In addition, with the increasing education and socioeconomic conditions of the community, the value system and orientation of the community began to change. People tend to demand better, friendlier, and better quality public services including health services [15]. With the increasing demands of the community for the quality of health services, the function of health services, including services in hospitals, gradually needs to be improved to be more effective and efficient and provide satisfaction to patients, families, and the community [16].

Pharmaceutical services are inseparable services from the health service system in hospitals [17]. Nowadays pharmaceutical services in hospitals are required to build a paradigm of patient-oriented services according to the quality of pharmaceutical services [18]. The quality of pharmaceutical services in hospitals is pharmaceutical services that point to service perfection in achieving patient satisfaction by the average level of community satisfaction, as well as implementation of professional service standards set by the code of ethics of the pharmaceutical process [3]. In the hospital, there is a revenue center, namely outpatient installations, emergency installations, clinical pathology and anatomical pathology laboratory installations, radiology and anatomical pathology installations, radiology installations, and pharmaceutical installations. Pharmaceutical installations are one of the main revenue centers considering that more than 90% of health services in hospitals use pharmaceutical supplies (drugs,

chemicals, radiology materials, consumable medical devices, medical devices, and medical gases) and approximately 50% of all hospital income comes from pharmaceutical management.

Hospital Pharmacy Installations (IFRS) have a huge influence on the professional development of the hospital and also on the total operating costs of the hospital. This is due to the reciprocal and interdependent relationship with other IFRS services. As already mentioned pharmaceutical services include the main services in hospitals because almost all services provided to patients in hospitals are pharmaceutical preparations and/or other health supplies. Hospital pharmacy installation is the only section/division in the hospital that is fully responsible for the management and control of all pharmaceutical preparations and health supplies [19]. Starting from planning, selection, determination of specifications, procurement, quality control, storage, dispensing, distribution for sufferers, monitoring of effects, providing information, and so on, all are the duties, functions, and responsibilities of IFRS.

Patient-oriented pharmaceutical services, provision of quality medicines, including services [20]. A pharmacy is a clinic that benefits patients in the form of improved therapeutic outcomes and quality of life for patients. This encourages hospital pharmacy services to always improve the quality of service to achieve patient satisfaction [21]. In line with this, organizations began to realize the importance of improving service quality spurred by the implementation of Total Quality Management (TQM), to increase patient satisfaction and trust. This TQM concept emphasizes continual quality improvement in each process to achieve customer satisfaction. Customer satisfaction can only be achieved if the organization pays attention to what customers want and meets what customers need, in other words, the quality of products and services produced is tailored to customer needs [22]. To create quality services, TQM requires organizations to pay attention to continual quality improvement. Total Quality Management explains that continuous improvement is a consistent effort to change and make things better [23].

PT X Bekasi Hospital realizes the importance of service quality driven by the implementation of TQM. PT X Bekasi Hospital is one of the Type B Private Hospitals operating since November 8, 1993, with a capacity of 200 beds. PT X Bekasi Hospital provides quality aspects and benefit aspects to the community consisting of productivity growth, service effectiveness, and learning growth. There are 5 aspects of quality and benefits covered in hospital services, namely: quality of service, quality of clinics, concern for the community, customer satisfaction, and concern for the environment. Quoted from 'Profile of RS PT X Bekasi, 2017', RS PT X Bekasi has the main task of carrying out health efforts effectively and successfully by prioritizing healing efforts (curative), recovery (rehabilitative), which are carried out harmoniously and integrated, efforts to improve (promotive) and prevention (preventive) and carry out referral efforts. Various efforts to improve service quality have been carried out by PT X Bekasi Hospital, this is evidenced by obtaining hospital accreditation with a plenary graduation rate since December 21, 2017, until now. This accreditation requires PT X Bekasi Hospital to be able to maintain service quality on an ongoing basis to meet patient satisfaction and trust.

Customer satisfaction is a form of customer evaluation of the results of the interaction of purchasing a product or service compared to the expectations he has [24]. Customers are divided into two, namely internal customers consisting of all employees in an organization, and external customers who enjoy a product or service offered by an organization [25]. Factors that can affect the expectations of customers are the level of need, the experience of the customer interaction process with previous providers of goods or services, input or opinions from the closest person to the customer who has first carried out the interaction process of purchasing a product or service, and information obtained by customers from various types of marketing media [26].

Consumer trust or customer trust is confidence, trust, and knowledge possessed by consumers about an object or product related to various attributes and benefits [27]. Consumer trust is a form of confidence possessed by consumers in the business, products, services, or services offered by the company [28]. These beliefs include functions, benefits, to the quality of the product or service itself. Trust is a descriptive thought that a person holds about something [29]. Trust arises from repeated perceptions, learning, and experience. Trust is a key variable in the development of a strong desire to maintain a long-term relationship. To be able to maintain customer loyalty companies do not only rely on the satisfaction felt by customers, but more than that trust is a key intermediary in building successful exchange relationships to build high customer loyalty [30]. Trust is built between parties who do not know each other either in the interaction or transaction process. Trust is a business foundation, that is, a business transaction between two or more parties will occur if each trusts the other [31]. This trust can not simply be recognized by other parties, but must be built from the beginning of the business and can

be proven. Trust is a group's belief in the reliability and integrity of a partner. In the context of business, what is meant by a partner is of course between service providers or pharmacy managers and consumers (customers).

But in reality, services at the Pharmaceutical Installation still experience several obstacles that cause dissatisfaction and distrust of patients. This can be seen in the results of measuring customer satisfaction with pharmaceutical services carried out by the Pharmaceutical Installation of PT X Bekasi Hospital for the period January to October 2021, where out of 1631 total complaints against services at PT X Bekasi Hospital, there were 45 complaints against pharmaceutical services. The description of the complaint based on 5 quality dimensions includes 17 (37%) complaints about aspects of *responsiveness*, 7 (15%) complaints about aspects of physical evidence (*tangible*), aspects of reliability as many as 7 (15%) complaints, 5 (11%) complaints of assurance aspects (Assurance), and 9 (20%) complaints of aspects of empathy (empathy). Referring to the 2020 outpatient prescription coverage report of pharmaceutical installations (10), data was obtained from 138,393 patient visits, and the number of prescriptions redeemed was 96,328, which means that the achievement of prescription coverage was only 70%, not much different from 2021. In October, the number of outpatients was 114,570 while the number of prescriptions redeemed was 83,019, or prescription coverage was 72%. This means that there was a decrease in the number of prescriptions redeemed by outpatients in 2021 starting from January to October 2021, namely, January 75%, February 72%, March 70%, April 70%, May 71% June 74%, July 82%, August 72%, September 68% and October by 69%. Based on these problems, this study aims to determine and explain the effect of total quality management intervention on the satisfaction and trust of independent outpatients at PT X Bekasi Hospital.

2. METHOD

Type and Location of Research

This type of research is comparative using a quantitative approach, that is, research conducted by comparing the state of one or more variables on two or more different samples or at different times. The quantitative approach is based on the philosophy of positivism and is used to evaluate certain populations or samples where data processing is obtained from the research location [32]. This study used a quasi-experimental method with a control group pre-test post-test approach, which is a method used to look for influences on something that is treated against others under controllable conditions [32]. The location of this research is PT X Bekasi Hospital.

Data Collection Techniques / Research Instruments

Research instruments are aspects of data collection carried out in scientific research. The results of this research instrument are then developed or analyzed by the applied research method. In quantitative research using questionnaire instruments. This quantitative research uses several instruments, including questionnaires with additional information through interviews. Variable measurements in this study will use the 'Likert scale', the Likert scale is one form of scale carried out to collect data to find out or measure qualitative data. The data is obtained to find out a person's opinion, perception, or attitude towards a phenomenon that occurs. The forms of the Likert scale used in the study consisted of five options, namely Strongly Agree (SS = 5), Agree (S = 4), Neutral (N = 3), Disagree (TS = 2), Strongly Disagree (STS = 1).

Population and Sample

The population of this study was self-payment outpatients of PT. X Bekasi, with a total population of 168 people. The sample was taken using the Slovin formula with a data accuracy rate of 95% and a margin of error of 5%. So a sample of 118 respondents was obtained, which can be seen as follows:

$$n = \frac{n}{1 + n (e)^2}$$

$$n = \frac{168}{1 + 168 (0,0025)}$$

$$n = \frac{168}{1,42}$$

$$n = 118$$

Data Analysis Techniques

Data analysis techniques are a series of activities to process data collected from research results and then formed into a set of results. Data analysis is carried out to process data that is more thorough and accurate so that the desired results are satisfactory. In this study, researchers will distribute questionnaires to patients who come to IFRS PT X Bekasi by the criteria determined above. The survey results will be tested and analyzed with predefined instruments. The results of research that have been in the composition of values are then processed with the help of IBM SPSS *software for Windows*. Statistical data analysis is carried out in stages, namely normality tests, and hypothesis tests.

3. RESULT AND DISCUSSION

Description of the object of study

In this study, PT X Bekasi Hospital was chosen as the object of research with independent outpatient general patients who redeemed drug prescriptions at pharmaceutical installations as respondents. To ensure the accuracy of this study, the respondents taken were old patients who had been treated regularly every month in the last 6 months, especially patients in obstetrics and endocrine poly, which were as many as 118 patients.

Description of Respondent

The description of respondents in this study is based on gender, age, education, and distance of residence to the hospital. Where obtained an overview of gender, age, education, and distance of residence. The majority of respondents were in the age range of 24-39 years as much as 78.80% with the female gender at 80%. This shows that most obstetrics and endocrine patients who return to the hospital are women with an age range of 24-39 years. Then for the last level of education, most respondents have a bachelor's education level of 77.1% with the dominant distance of residence being >3 km as much as 76.3%.

Table 1. Description of Respondents

No	Information	Frequency	Percentage %
1	Gender		
	Man	23	20%
	Woman	95	80%
2	Age		
	18 – 23 years	6	5,1%
	24 – 39 years	93	78,8%
	40 – 55 years	13	11%
	> 55 years	6	5,1%
3	Education Level		
	SMA	5	4,2%
	Diploma	22	18,6%
	S1	91	77,91%
4	Residential Distance		
	< 1 KM	25	21,2%
	2 – 3 KM	3	2,5%
	> 3 KM	90	76,3%
	Sum	118	100%

Evaluation of Service Quality Improvement

Evaluation of service quality improvement focused on customers with the scope of material understanding on 1) service coordination, 2) service time, 3) service focus, and 4) complaint resolution. The assessment of service quality evaluation through pretest and posttest is carried out on pharmacy officers who are divided into five groups, where the factor that has a major influence on the application of service quality is the focus of service from all employees to provide the best service to patients so that patients are satisfied and believe in the services provided. In addition, the resolution of complaints is a concern that must be resolved by employees, this is very influential in improving the quality of service. It can be seen in table 2 below:

Table 2. Results of Service Quality Improvement Evaluation

Group	Value of Pretest	Value of Posttest	Information
Group 1	65	80	Good
Group 2	65	85	Good

Group	Value of Pretest	Value of Posttest	Information
Group 3	60	80	Good
Group 4	65	80	Good
Group 5	60	80	Good

Uji Normality

Testing the normality assumption aims to test whether the data on the research variables are normally distributed or not. To test whether the residuals are normally distributed or not can be seen through Kolmogorov Smirnov's testing. The test criteria state that if the probability value of Kolmogorov Smirnov is less than the significance value $\alpha = 5\%$ or 0.05 , then the data is declared to be normally distributed. Based on the normality assumption the test results in a statistical probability of the Kolmogorov Smirnov test smaller than the significance value $\alpha = 0.05$. This means that data on service quality, satisfaction, and trust before and after the intervention are declared normally distributed. It can be seen in Table 3 below:

Table 3. Normality Test

Variable	Statistic	Sig.
Quality of Service Pre Score	0.148	0.000
Quality of Service Post Score	0.277	0.000
Pre Score Satisfaction	0.127	0.000
Post Score Satisfaction	0.136	0.000
Trust Score Pre	0.179	0.000
Trust Post Score	0.195	0.000

Differences in Service Quality Before and After the Intervention

To determine the quality of service before and after the intervention, the data is divided into 3 categories, namely low, medium, and high service quality with the following core values:

Low: The score is 0 – 50% of the total score

Medium: The score is 51 – 75 % of the total score

High: Over 75% of total score

The calculation results at the *pretest* stage obtained results in the medium category as many as 71 people (60.2%), in the high category there were 47 people (39.8%), and none of them were included in the low category. After the intervention stage, 118 (100%) patients stated the quality of hospital services in the high category. The next stage is a different test with the Wilcoxon Rank Test. The results of the Wilcoxon Rank Test obtained a significance value of 0.000 ($p < 0.05$). This means there is a significant difference in service quality before and after the intervention. It can be seen in table 4 below:

Table 4. Difference Test (Service Quality Test Results)

Category	PreTest		PostTest		P Value Wilcoxon Rank Test
	Frequency	Percentage	Frequency	Percentage	
Low	0	0	0	0	0,000
Medium	71	60,2	0	0	
High	47	39,8	118	100	
Total	118	100	118	100	

Differences in Satisfaction Before and After the Intervention

The calculation results at the *pre-test stage* obtained no results that had a low category. In the medium category, there were 66 people or 55.9% and in the high category, there were 52 people or 44.1%. After the intervention stage, the category changes to all high. So 118 patients expressed satisfaction with hospital services in the high category. The results of the Wilcoxon Rank Test obtained a significance value of 0.000 ($p < 0.05$). This means there is a significant difference in satisfaction before and after the intervention. It can be seen in Table 5 below:

Table 5. Difference Test (Satisfaction Test Results)

Category	PreTest		PostTest		P Value Wilcoxon Rank Test
	Frequency	Percentage	Frequency	Percentage	
Low	0	0	0	0	0,000
Medium	66	55,9	0	0	
High	52	44,1	118	100	
Total	118	100	118	100	

Differences in Trust Before and After the Intervention

The calculation results at the *pre-test* stage obtained no results that had a low category. In the medium category, there were 58 people or 55.9% and in the high category, there were 60 people or 44.1%. After the intervention stage which belongs to the medium category, there is 1 person or 0.8%. Then that turned into the high category there were 117 or 99.2%. So 117 patients have high confidence in hospital services. The results of the Wilcoxon Rank Test obtained a significance value of 0.000 ($p < 0.05$). This means there are significant differences in trust before and after the intervention. It can be seen in table 6 below:

Table 6. Difference Test (Trust Test Results)

Category	PreTest		PostTest		P Value Wilcoxon Rank Test
	Frequency	Percentage	Frequency	Percentage	
Low	0	0	0	0	0,000
Medium	58	49,1	1	0,8	
High	60	50,9	117	99,2	
Total	118	100	118	100	

Analysis Regresi

In addition to different tests, the effect or impact of TQM on satisfaction and trust was also carried out.

Application of Service Quality to Satisfaction

The results of the first regression test showed that there was a significant effect on service quality after receiving an intervention on patient satisfaction at PT X Bekasi with a p-value of 0.000 ($p < 0.05$). The value of the regression coefficient with a positive sign is 0.955. This means that the more the quality of service, the more patient satisfaction increases. Then from the calculation of the coefficient of determination, it can also be known the magnitude of the influence of service quality on trust is 0.623 or 62.3%. This means that the change in satisfaction due to the influence of service quality is 62.3% while the remaining 37.7% ($100 - 62.3\%$) is due to factors outside the quality of service. It can be seen in table 7 below:

Table 7. Results of Service Quality Regression Test on Satisfaction

Variable Independent	Regression Coefficient	t	Sig.
Constanta	65.425	24.211	0.000
Quality of Service Post Score	0.955	13.831	0.000

R Square = 0.623

Application of Service Quality to Trust

The results of regression testing showed that there was a significant influence on the quality of service after getting an intervention on patient trust at PT X Bekasi with a p-value of 0.000 ($p < 0.05$). The value of the regression coefficient with a positive sign is 0.324. This means that the more consistent the application of service quality, the more patient trust increases. Then from the calculation of the coefficient of determination, it can also be known that the magnitude of the influence of the application of service quality on trust is 0.468 or 46.8%. This means that the change in trust due to the influence of the application of service quality is 46.8 while the remaining 53.2% ($100 - 46.8\%$) is due to factors outside the quality of service. It can be seen in Table 8 below:

Table 7. Results of Service Quality Regression Test on Trust

Variable Independent	Regression Coefficient	t	Sig.
Constanta	32.758	26.063	0.000
Quality of Service Post Score	0.324	10.099	0.000

R Square = 0.468

From the results of testing the effect of the application of service quality on satisfaction and trust that has been carried out intervention, it can be described as follows:

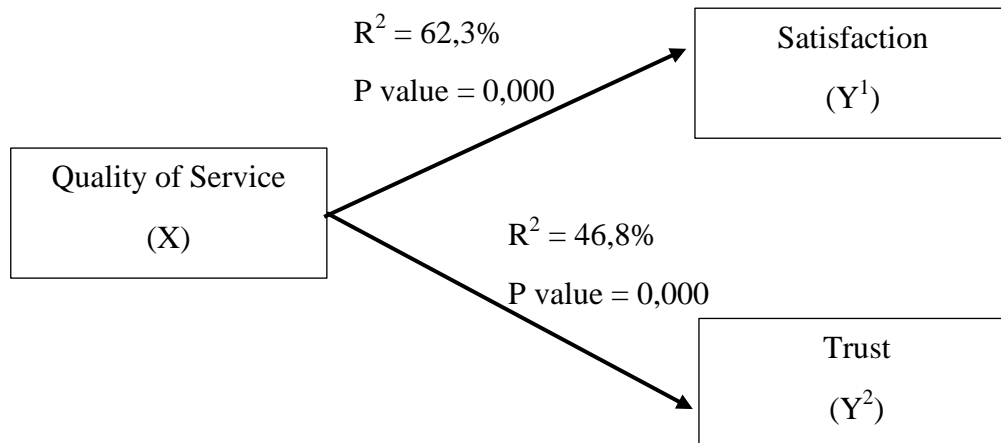


Figure 1. The Effect of Service Quality on Satisfaction and Trust

Discussion

The Effect of Improving the Quality of Pharmaceutical Services on Satisfaction

The results of regression testing show that there is a significant influence on the quality of service after getting an intervention on patient satisfaction at PT X Bekasi pharmaceutical installations. The more consistent the application of service quality, the more patient satisfaction increases. The magnitude of the effect of service quality on trust is 62.3%. Service quality as a quality management system that is oriented to the quality of products and services, has the ultimate goal of achieving customer satisfaction. The purpose of implementing service quality is to create customer satisfaction, namely doing *good teamwork* between employees and management. As stated by Tse and Wilton in Tjiptono (2003) "Customer satisfaction is the customer's response to the evaluation of perceived discrepancies or disconfirmations between previous expectations (or other performance norms) and the actual performance of the product felt after its use". Meanwhile, customer satisfaction is achieved when customer needs, wants, and expectations are met. With the improvement of service which is the implementation of the application of service quality, it is proven to make patient satisfaction with the quality of pharmaceutical installation services increase. The magnitude of the influence of service quality on satisfaction is higher than trust, indicating that satisfaction with service quality is the first achievement of the application of service quality. Existing quality management is felt by customers or patients so that all dimensions of service quality are felt well by patients. Patients can feel that what has been implemented by management makes services in the hospital run effectively and makes the process faster, smoother, and more appropriate. A fast and smooth process is part of service quality from the *responsiveness* aspect of service quality. In addition, the quality management system will make employees reliable. This is a dimension of *reliability*. The quality management system is also able to make pharmaceutical installations able to assure existing processes and services. So that the *assurance* aspect is to customer expectations. Employees who work in an orderly manner and have clear standard procedures will make them have empathy so that *the empathy* dimension can be felt by customers. Service quality is indeed less impactful on *tangible* because *tangible* is a physical dimension or physical evidence that is not much touched by the management process. However, overall, with the quality of service, all dimensions of service quality expected by patients are fulfilled to cause satisfaction.

The Effect of Improving the Quality of Pharmaceutical Services on Patient Trust

The results of regression testing showed that there was a significant influence on the quality of service after getting an intervention on the trust of independent outpatients of PT X Bekasi Hospital. The more consistent the application of service quality, the more patient trust increases. The magnitude of the effect of service quality on trust is 46.8%. Trust is defined as a group's confidence in the reliability and integrity of a partner. Another definition of trust is the expectation of a positive outcome from the entity, in this case, it is a pharmaceutical installation of RS PT X Bekasi that has integrity and can be expected convincingly. Moorman, et al (1993) define trust as the willingness to rely on an entity. Another opinion expressed by Schurr & and Ozane (1985) defines trust as the promise of confidence of a pharmaceutical installation entity to be reliable and able to fulfill its obligations in the contract of service professionalism in the hospital. While Morgan & Hunt (1994) Trust in a partner is the result of the belief that the pharmaceutical installation of RS PT X Bekasi, is *reliable* and has a high level of integrity. From some of

these definitions, trust will arise after the integrity of officers or employees accompanied by reliable abilities and the ability to fulfill their obligations, duties, and responsibilities.

With the quality of service that regulates the quality and standards of service, officers will know the standards clearly in their work, so that employee confidence and clarity will be built in carrying out their work. They also built effectiveness in work that has an impact on service that makes customers trust. Customer trust born from the professional attitude and high competence of employees will continue to have an impact on the positive value of hospitals, especially Pharmaceutical Installations.

4. CONCLUSION

The results of the statistical test analysis explain that there is an effect of improving the quality of the pharmaceutical service process using service quality on the satisfaction of independent outpatients at PT X Bekasi Hospital. The magnitude of the influence of service quality on the satisfaction of independent outpatients at PT X Bekasi Hospital is 62.3%. Service quality can make patient expectations of the quality of services provided in the form of quality employee performance and professional competence. Likewise, efforts to improve the quality of pharmaceutical services have an impact on the trust of independent outpatients at PT X Bekasi Hospital. The magnitude of the influence of service quality on the trust of independent outpatients at PT X Bekasi Hospital is 46.8%. This means a quality management system that makes employees or employees increase their professional competence makes customers assess the company and its employees to be trustworthy and reliable entities. Based on the results of the research above, there are several suggestions that researchers can provide that might be useful, with some of these suggestions as follows: PT X Bekasi Hospital must be more optimal in implementing service quality on an ongoing basis in improving services to compete with other hospitals. In addition, the application of service quality is not only in pharmaceutical installations but needs to be applied to other installations that require quality management to ensure more effective service. This study only measures the quality of service that is intervened by improving the quality of service on patient satisfaction and trust. The results of this study are expected to be a reference for future researchers and are recommended for future research, namely to involve many hospital agencies, add respondents, and add methods used to strengthen quantitative data from the distribution of questionnaires. It is hoped that future research can conduct research by adding other variables from the internal aspects of employees or employees such as employee performance and employee satisfaction, so that service quality not only has an impact on patient aspects but also internal customers, namely employees. In addition, it is necessary to apply service quality in future research not only in hospital pharmacy installations but also in other parts of hospitals that require a quality management system to ensure more effective services.

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