

Satisfaction Relationship Of Outpatient Clinic Towards The Pharmacy Installation's Services With Interest To Re-Purchase Prescription Drugs In Pharmacy Installation Of General Hospital Dr. Soedirman Kebumen

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ARTICLE INFO

Keywords:

customer satisfaction,
interest in re-purchasing
prescription drugs

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ABSTRACT

Competition in the hospital business makes patient satisfaction the priority. Customer satisfaction. Therefore, the hospital needs to assess what factors will affect patient satisfaction and whether patient satisfaction is met to maintain the patient. This study is descriptive and analytical with a quantitative approach, this study design was a cross-sectional survey. Data was collected through questionnaires to 370 respondents in the pharmacy installation of General Hospital dr. Soedirman Kebumen. Data analysis was performed by bivariate analysis using chi-square with SPSS 15.0 programs. Based on the five dimensions of service satisfaction, the smaller the P value, the more influential it is in increasing or decreasing the interest in re-purchasing drug prescriptions at Dr. Sudirman Hospital, Kebumen. From this study, the smallest P value is the tangible dimension, namely 0.001, followed by the reliability dimension of 0.009. This shows that the most important role in increasing interest in re-purchasing prescription drugs are the facilities and infrastructure, as well as the waiting time for pharmaceutical services

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1. INTRODUCTION

Satisfaction is a person's feelings of pleasure or disappointment obtained from the impression of the performance or results of a product with their expectations (Kotler, 1997). Consumer perceptions of poor pharmaceutical installation services will harm pharmaceutical installations from a business perspective because consumers will switch to other places. The impact that arises is not only on the consumers concerned but this bad impression will be conveyed to other people so that the image of the pharmaceutical installation, especially its staff, including pharmacists will be negative or bad (Ingerani, 2002).

According to Sabarguna (2004) in Indonesia the word Customer Satisfaction in the desire to serve and provide satisfaction to customers is still very minimal. Services at health centers, pharmacies and hospitals in general still have many deficiencies. With the advent of a new era in Indonesia where the government deregulates and de-bureaucratized in all fields, and the private sector is more involved in development, and the funds spent by the public for drugs in Indonesia are quite large, total consumer satisfaction will receive greater attention in the future. come, because people have the right to get adequate services.

According to Ingerani (2002) consumer perceptions of pharmaceutical service satisfaction can be measured based on tangible dimensions (physical facilities, equipment, employees, etc.), service reliability dimensions (reliability), service responsiveness dimensions (responsiveness), assurance dimensions. and the dimension of concern for understanding customer needs (empathy).

RSUD Budhi Asih feels the same problem as other hospitals, namely tight competition (Supriyanto, 2004). The results of research conducted by Manurung (2010) show that there is a relationship between the level of satisfaction with the intention to return to buying prescriptions at the

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pharmacy installation at Budhi Asih Hospital. Respondents who stated that they were satisfied were 15% of respondents, while respondents who expressed dissatisfaction with the pharmaceutical installation services were as many as 85% of respondents. The frequency of respondents who were interested in redeeming prescription drugs was 37% of respondents, while those who were not interested were 63% of respondents. The dominant variables influencing the intention to redeem prescriptions are age and the dimensions of reliability. Patient satisfaction surveys need to be measured monthly and all patient input or complaints are immediately followed up.

According to the results of monitoring the community satisfaction rate for the period July to September 2016 RSUD Dr. Soedirman Kebumen, the average achievement of patient satisfaction is 78.67%, which is slightly below the target/standard. Periodic surveys are needed to find out the development of service quality at Dr. Soedirman Kebumen so this research was conducted.

2. METHOD

This research is descriptive analytic with a quantitative approach, the research design is a cross-sectional survey that measures the dependent variable and the independent variable at the same time. The survey in this study used a questionnaire to obtain an overview of the satisfaction level of outpatients with pharmacy installation services related to the patient's interest in redeeming prescriptions at the Pharmacy Installation of RSUD Dr. Soedirman Kebumen.

The subjects of this study were all outpatients RSUD Dr. Soedirman Kebumen who received a prescription, or was currently redeeming a prescription at the Pharmacy Installation of RSUD Dr. Soedirman Kebumen. The target population is the patient population in December 2018-January 2019. The sample in this study is some of the outpatients at RSUD Dr. Soedirman Kebumen, with the following criteria:

1. Inclusion: the respondent is an outpatient/delivery patient who buys medicine at the Pharmacy Installation of RSUD Dr. Soedirman Kebumen in December 2018-January 2019, at least 1 (one) time to redeem a prescription, able to communicate well, and aged more than 15 years.
2. Exclusion: patients/deliverers who are not willing to be respondents or are not willing to answer the research questions, and patients who do not buy drugs at the Pharmacy Installation of RSUD Dr. Soedirman Kebumen, as well as patients who were not included in the inclusion category.

Data collection from selected respondents was carried out by filling out questionnaires to respondents that had been designed in such a way as to obtain information relevant to the research objectives. The research instrument was modified using the SERVQUAL method (tangible, reliability, responsiveness, assurance, empathy) as well as a post-consumption consumer behavior questionnaire regarding repurchase intention using the Woodside method which is related to the variables studied.

The statistical test used was bivariate analysis, the chi square test used the SPSS 15.0 program with a 95% confidence level and was considered significant if $p < 0.05$.

3. RESULTS AND DISCUSSION

The questionnaire that has been compiled is tested for validity and reliability on 30 respondents before data collection is carried out on all respondents who have been sampled. The distribution of questionnaires was carried out in the waiting room of the pharmacy installation and the waiting room for the outpatient examination at RSUD Dr. Soedisman Kebumen. The procedure for filling in the questionnaire was carried out by filling out the questionnaire independently by the respondents and interviewing them by providing an explanation to the respondents regarding the aims and objectives of the research.

Based on data from outpatient visits from 10 polyclinics at RSUD Dr. Soedirman Kebumen has an average of 9797 patients, so the number of samples taken based on the community satisfaction survey table is 370 samples. The questionnaire used in this study is a modified questionnaire from several questionnaires that have been tested in other studies, taking into account the level of validity, so that all questions are declared valid and reliable.

Re-testing the validity and reliability was carried out by testing filling out the questionnaire on 30 respondents in the waiting room of the outpatient pharmacy installation at RSUD dr. Soedirman

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Kebumen. The testing technique used to test validity uses bivariate Pearson correlation. This analysis by correlating each item score with the total score. The results of the validity test are said to be valid if the calculated r value is greater than the r table value. The r table value with a significance level of 5% for a sample of 30 respondents is 0.361. The calculated r value for each question in the questionnaire varies greatly and the value is above 0.361 so that the questionnaire can be said to be valid. When viewed from the significance value of each question in the questionnaire is less than 0.05 so that the questionnaire is also declared valid.

Reliability shows that the instrument used in research can be trusted as a data collection tool and is able to reveal actual information in the field. Research is considered reliable if it gives consistent results for the same measurement. The reliability test in this study used Cronbach's alpha formula because the research instrument was in the form of a questionnaire with a multilevel scale. The α value in this research was 0.758 greater than 0.6 so that the questionnaire in this study was declared reliable.

Judging from the origin of the prescriptions obtained by the patients themselves in various polyclinics to redeem the drug, it was found that the distribution of the origin of the prescriptions was as shown in the table below.

Table 1. Distribution of respondents based on polyclinic origin

No	Clinic name	Number of respondents	Percentage
1	Internal medicine clinic	106	28%
2	Nerve clinic	73	20 %
3	Cardiovascular clinic	50	14 %
4	Eye clinic	27	7 %
5	Pulmonary clinic	21	6 %
6	Child click	21	6 %
7	Surgical clinic	19	5 %
8	ENT clinic	18	5 %
9	Orthopedic clinic	18	5 %
10	Gynecology clinic	16	4 %
Total		370	100%

Table 2. Relationship between patient satisfaction and interest in redemption of prescriptions

Taking respondents from the 10 polyclinics with the highest number of patient visits is expected to represent the assessment of all patients or their families who buy drugs at the pharmacy installation of RSUD dr. Soedirman Kebumen. The more the number of polyclinic visitors, the longer the queue process will certainly affect the community's assessment in terms of satisfaction. Data analysis is carried out by scoring according to the serial number in the table above. The results show that the greater the number of patients, the lower the level of satisfaction of respondents and the smaller the interest in redemption of prescriptions. The relationship between the level of satisfaction in each dimension of service quality which includes tangible, reliability, responsiveness, assurance and empathy is as follows: Criteria for the tangible dimension	Interested redemption	No interest in redemption	Total	P-value

Tangibles

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Satisfied	60 %	25 %	85%	0.001
Not satisfied	3 %	12 %	15%	
Total	63 %	37 %	100%	
reliability				
Satisfied	2 %	7 %	9 %	0.009
Not satisfied	30 %	61 %	91%	
Total	32 %	68 %	100%	
Responsiveness				
Satisfied	52 %	25 %	77 %	0.095
Not satisfied	11 %	12 %	23%	
Total	63 %	37 %	100%	
assurance				
Satisfied	54 %	22 %	76 %	0.04
Not satisfied	9 %	15 %	24%	
Total	63 %	37 %	100%	
Empathy				
Satisfied	35 %	32 %	66 %	0.014
Not satisfied	28%	5 %	34%	
Total	63 %	37 %	100%	

The results of patient satisfaction analysis show that 85% of patients are satisfied with the facilities and infrastructure provided by the hospital and the majority of satisfied patients are interested in redeeming drug prescriptions at this hospital. The value of $p = 0.001$ is less than 0.05 indicating that there is a relationship between the quality of facilities and infrastructure and the interest in redemption of drug prescriptions. This is in contrast to research conducted by manurung in 2010 at the Budhi asih General Hospital which stated that there was no significant relationship between the quality of facilities and infrastructure and the intention to redeem prescriptions. This is caused by differences in the characteristics of the respondents, where the respondents in RSUD dr. Soedirman Kebumen is a rural community while respondents at Budhi Asih Hospital are urban residents. The results show that on the responsiveness dimension, respondents were dissatisfied, namely 91%, so that the interest in redemption of prescriptions was low. The main assessment taken from this dimension is waiting time which is the main element in assessing the quality of pharmaceutical installation services. The value of $P = 0.019$ is less than 0.05 indicating a relationship between waiting time and interest in redemption of prescriptions. return prescription. P value = 0.095 greater than 0, 05 indicates that there is no relationship between waiting time and interest in redemption of prescriptions P value = 0.04 less than 0.05 indicates that there is a relationship between waiting time and interest in redemption of prescriptions P value = 0.004 less than 0.05 indicates a relationship between waiting time with interest in redemption of prescriptions Based on the five dimensions of service satisfaction, the smaller the P value, the more influential it is in increasing/decreasing interest in redemption of prescriptions at Dr. Soedirman General Hospital, Kebumen. From this study, the smallest P value is the tangible dimension followed by the reliability dimension. This shows that facilities and infrastructure, as well as the waiting time for pharmaceutical services, play the most role in increasing interest in redemption of prescriptions. 05 shows that there is a relationship between waiting time and interest in redemption of prescriptions. P value = 0.004 is less than 0.05, indicating a relationship between waiting time and the intention to redeem prescriptions. Based on the five dimensions of service satisfaction, the smaller the P value, the more influential it is in increasing/decreasing interest in redemption of prescriptions at RSUD Dr. Soedirman Kebumen. From this study, the smallest P value is the tangible dimension followed by the reliability dimension. This shows that facilities and infrastructure, as well as the waiting time for pharmaceutical services, play the most role in increasing interest in redemption of prescriptions. 05 shows that there is a relationship between waiting time and interest in redemption of prescriptions. P value = 0.004 is less than 0.05, indicating a relationship between waiting time and the intention to redeem prescriptions. Based on the five dimensions of service satisfaction, the smaller the P value, the

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4. CONCLUSION

The level of respondent satisfaction is related to the interest in redemption of drug prescriptions at the outpatient pharmacy installation at RSUD dr. Soedirman Kebumen. The dimensions that play the most role in increasing interest in redemption of prescriptions are facilities and infrastructure

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