


## Patient satisfaction with pharmacy services in Kediri city pharmacies

Maharani Dwi Pratiwi<sup>1</sup>, Abdul Rahem<sup>2</sup>, Wahyu Utami<sup>3</sup>

Mahasiswa Ilmu Farmasi Universitas Airlangga<sup>1</sup>, Dosen Ilmu Farmasi Universitas Airlangga<sup>2,3</sup>

Article Info	ABSTRACT
<b>Keywords:</b> pharmacy services pharmacy, patient satisfaction	Patient satisfaction is considered an essential indicator of the outcomes of pharmaceutical services. This study aimed to assess patient satisfaction with the pharmaceutical services in Kediri, and to knowing what services that make patient feels satisfying. A cross sectional study was conducted by administering the questionnaire using accidentally sampling in 27 Pharmacy in Kediri. A questionnaire instrument using SERVQUAL method. Respondens were selected by accidental sampling. Gap results being the difference between what patient expects and what patient receives. Descriptive statistics were calculated for satisfaction scores in Tki Score and cartesian diagram by comparing perception and expectation. Data of 108 patients were analyzed. A negative score in Gap analyze. The overall Tki score was 82,64%. The services that must be maintained are services in the assurance dimension and the empathy dimension. In the services that are a low priority for improvement are the tangible dimension and the reliability dimension. There are no services that are a top priority for improvement because the patient is already satisfied. Overall, patients are satisfied with the services. Our study showed that patients in Kediri were the services is under expectation. The services that must be maintained are services in the assurance dimension and the empathy dimension. Patients in Kediri were feels satisfied with the pharmaceutical services provided
This is an open access article under the <a href="#">CC BY-NC</a> license 	<b>Corresponding Author:</b> Abdul Rahem Dosen Ilmu Farmasi Universitas Airlangga <a href="mailto:abduhrahem@ff.unair.ac.id">abduhrahem@ff.unair.ac.id</a>

### INTRODUCTION

Health is one of the basic human needs (Svalastog et al., 2017). Health and health services are inseparably linked. One form of health service is pharmaceutical services (Hughes and States, 2019). Currently, pharmaceutical services are increasingly expanding their services from being focused on drugs to being focused on patients. Pharmaceutical services refer to pharmaceutical care. Pharmaceutical services are one of the pharmacist's efforts to improve the quality and quality of services that are focused on patients. So it is the pharmacist's duty to be responsible and identify services that can improve or maintain the patient's quality of life. This is the basis for improving the quality of service in the eyes of the public in the pharmaceutical sector (Shahian, 2021).

Pharmaceutical services that focus on patients are currently not evenly provided in pharmacies (Pratiwi et al., 2020). Sukoco's research, 2020, revealed that pharmaceutical services at the Kediri City Pharmacy need to be further improved. These services are

counseling related to drug problems and attitudes in providing drug information services to patients. For this reason, it is very important to carry out an in-depth study related to the quality of service in pharmacies in order to achieve patient satisfaction, especially in pharmacies owned by pharmacists in Kediri City.

Patient satisfaction is the level of feeling a person has who has received service and compares the performance of the service they have received with their expectations (Naik Panvelkar, Saini and Armour, 2019). Patient satisfaction can be measured through five dimensions of product and service quality, these measurements include reliability, responsiveness, confidence, empathy, and physical facilities (Jonkisz, Karniej and Krasowska, 2021). The aim of this research is to find out whether the pharmaceutical services provided are in line with patient expectations, as well as patient satisfaction with pharmaceutical services at Kediri City pharmacists' pharmacies and what services need to be maintained, repaired and improved.

## METHODS

This research uses a cross sectional survey using a questionnaire. Determination of the number of pharmacies was taken by total sampling from all 27 pharmacist-owned pharmacy data in Kediri City, with a research sample of 108 patients taken by accidental sampling from patients who came to pharmacist-owned pharmacies in Kediri City in accordance with the inclusion and exclusion criteria. Gap analysis of service dimensions uses the dimensions contained in the SERVQUAL method to find out whether the service results are in accordance with patient expectations (Parasuraman, A. Zeithaml and L Berry, 1988), followed by data analysis using Importance Performance Analysis (IPA) to find out which services should be provided. repaired, maintained and improved (Phadermrod, Crowder and Wills, 2019), finally an analysis of the satisfaction value was carried out using the conformity value measurement (Tki), so that it can be seen where patient satisfaction is (Azmi ARIFFIN *et al.*, 2022).

## RESULTS AND DISCUSSION

### Analysis of Validity Test Results and Reliability Tests

In this study, the results showed that the validity test scores on the performance questionnaire were in the range 0.50-0.968 and the validity test results on the hope questionnaire were in the range 0.413-0.879 (attachment no. 2-4). These results show that the questionnaire in the questionnaire validity test is valid. Because what is obtained is above the r value of table no. 25, namely 0.381 (attachment no. 1). So it can be concluded that the statements in this questionnaire the patient understands the statements being measured (Foxman, 2021).

Based on the results of testing the reliability of the expectation level questionnaire, it can be seen that the Cronbach's alpha value on the questionnaire for all variables for the expectation level is 0.829, where this value is more than 0.60 so that the questionnaire used in this research is reliable or reliable. As for the results of the reliability testing of the performance level questionnaire, it can be seen that the Cronbach's alpha value on the

questionnaire for all variables for the level of expectation is 0.816. Where this value is more than 0.60, so the questionnaire used in this research is reliable or reliable (attachment no. 5). So the statements in this research are consistent to be tested on the research sample (Foxman, 2021).

### Demographic Characteristics of Pharmacy Patients

In the analysis of the demographic characteristics of pharmacy patients, the results obtained are attached in table 1 regarding demographic characteristics:

**Table 1.** Demographic Characteristics of Pharmacy Patients (n=108)

Group	Category	n	(%)
Gender	Woman	62	57,6
	Boy	46	42,4
Age (year)	21-30	29	27,3
	31-40	33	30,3
	41-50	23	21,2
	51-60	23	21
last education	Graduated from elementary school	0	0
	Graduated from middle school	0	0
	Graduated from high school	79	73
	Graduated from College	29	27
Frequency of Visits	Very	28	26
	Once a month	48	44
	Once in a week	32	30
Purchasing Purpose	Self	78	73
	Others	30	37

### Analysis of Demographic Characteristics of Pharmacy Patients

In this study, data was obtained from 108 pharmacy patients (57.6% women and 42.4% men). Based on this data, it is known that the majority of patients are female rather than male. This data is in accordance with research by Rahmayanti (2017) which states that generally women are more susceptible to disease and have a greater desire to receive treatment immediately compared to men. In this study, the number of patients was greater with female patients, in line with data from the Kediri City Population and Civil Registry Service which stated that the male population in Kediri City was smaller than the female population, with a composition of 145,351 male residents (49 .65%) and 147,417 female residents (50.35%) (Kediri City Government, 2018).

In this study, the highest visit results were found to be 30.3% of pharmacy patients aged 31-40 years, which means that at this age they are categorized as adults. The highest number of visits from adult patients is because at this age it is easier for patients to access health services independently of the other two age groups. This research is also supported by research

The highest final education level in this study was high school (73%). This is in accordance with data on the education level of the population in Kediri City in 2018, the majority of whom were at high school level. So that patients in Pharmacies owned by pharmacists in Kediri City are suitable if their last level of education is high school level (Kediri City Government, 2018). These results mean that a person's level of education is closely related to the quality of a person's health. A person's higher level of education will tend to have healthier lifestyle behavior compared to those who do not. In addition, people with higher education are more aware of their health and are more critical of the services they receive than people with lower education, that is, they accept more of what they receive (Tran, 2022).

The highest number of patient visits was 44% of patients visiting the pharmacy once a month. Visits once a month can be categorized as routine visits. This shows that the majority of patients are regular customers who visit once a month to receive pharmaceutical services at the pharmacy. The number of routine visits from patients to the pharmacy shows that patients feel that they are satisfied with the services provided by pharmacists to patients. So it can be said that the patient is satisfied and wants to return to the pharmacy to receive pharmaceutical services. Patients who are satisfied with the services provided will tend to be loyal and return to the pharmacy (Sabaruddin, 2017).

#### Gap Analysis Results in the SERVQUAL Method

Gap analysis is the difference between the expected value and the performance value. So in this research the results of the Gap analysis are:

**Table 2** Gap Analysis Results

Attribute	Statement	Hope (Xi)	Performance (Yi)	Gap	Average
T1	The appearance of the pharmacy staff is neat and pleasant	4,14	3,19	-0,95	
T2	Pharmacy facilities are clean and neatly arranged	4,63	3,78	-0,85	
T3	Areas in providing information are available	4,65	3,25	-1,4	(-0,87)
T4	Privacy in the counseling area is more private, not noisy, separate.	3,54	3,28	-0,26	
R1	Pharmacy service hours are appropriate	4,16	3,15	-1,01	
R2	The pharmacist's history is clear and understandable	4,8	3,82	-0,98	(-0,79)
R3	Staff provide written medication information if the patient does not understand	4,23	3,84	-0,39	
RE1	Pharmacists listen and answer questions from	4,26	3,27	-0,99	(-0,74)

Attribute	Statement	Hope (Xi)	Performance (Yi)	Gap	Average
	patients well				
RE2	Medication is given according to the patient's wishes	4,26	3,41	-0,85	
RE3	Patients are given information if there is a change in medication	4,37	4,1	-0,27	
RE4	Patients receive information regarding use, side effects, and time to take medication	4,92	4,07	-0,85	
A1	Availability of medicines in pharmacies	4,79	4,06	-0,73	
A2	Pharmacist's politeness in providing services	4,77	3,92	-0,85	
A3	Medicines are given under good conditions	4,51	3,78	-0,73	(-0,79)
A4	The pharmacist provides an explanation regarding the expiration date of the medicine and how to store it	4,78	3,95	-0,83	
E1	Patients receive immediate service	4,32	3,6	-0,72	
E2	There is complete drug information media in the pharmacy	4,57	4,24	-0,33	(-0,72)
E3	Drug labeling is clear and easy to understand	4,84	4,12	-0,72	
E4	The pharmacist asks about the patient's condition.	4,91	3,79	-1,12	
	Total	85,45	70,62	-14,83	
	Average	4,5	3,72	-0,78	(-0,78)

Information: T = *Tangible*, R = *Reliability*, RE = *Responsiveness*, A = *assurance*, E = *emphaty*.  
 Gap =  $Y_i - X_i$ .

#### Gap Value in the SERVQUAL Method

Based on the Gap analysis for each dimension in this study, an average Gap value of (-0.78) was obtained, which means that this negative value indicates that patient expectations for pharmaceutical services at pharmacist-owned pharmacies in Kediri City have not yet been met. Ideally, the gap value between performance and expectations is zero, that is, the service is equivalent to the patient's expectations. If negative results are obtained, then the patient's expectations for pharmaceutical services are still not

appropriate. If a positive number is obtained from this difference, then the patient's hopes have been met (Jonkisz, Karniej and Krasowska, 2021).

This research is supported by research by Addin (2021), which states that the results of the Gap analysis in pharmaceutical services at the PKU Muhammadiyah Delanggu Pharmacy, obtained negative results and the services provided were still not in accordance with patient expectations, with the largest Gap in the Responsiveness dimension (-0.57), followed by the Empathy dimension (-0.39), the Reliability dimension (-0.29), the Assurance dimension (-0.26), and the Tangible dimension (-0.22). The results of this research are also in line with research by Mas'ud (2019), which states that a gap value of (-0.14) was obtained. This research was carried out by analyzing the level of customer satisfaction with Kimia Farma Jakarta Pharmacy services.

A negative Gap value indicates that the service provided needs to be improved. The highest Gap value in this study was in the tangible dimension with a value of (-0.87), which means that patients felt that the physical facilities at the pharmacist's pharmacy in Kediri City still did not meet their expectations. In this dimension, patients expect an information provision area in the pharmacy with a Gap value (-1.4). Having an area for providing drug information in the pharmacy will be able to increase patient understanding of the therapy they are undergoing. So if this service is improved, patients will feel more comfortable when receiving drug information (van Beusekom et al., 2016). Furthermore, in the reliable dimension (-0.79), in this dimension the patient feels that the ability to provide services accurately and reliably as promised to the patient is still not in accordance with the patient's expectations. All services in this dimension need to be improved. Written drug information needs to be given to patients. This result gets a Gap value (-0.39). In accordance with research by Van (2016) which states that the additional provision of written drug information will make it easier for patients to understand information related to their therapy.

In the assurance dimension (-0.793), the sense of trust and confidence in services is still not in line with patient expectations. In this dimension, services that need to be improved are the completeness and availability of medicines (-0.73), medicines given in good condition (-0.73), and providing information regarding expiration and storage of medicines (-0.83). If these three services are improved, they will provide service results that are in line with what patients expect. Providing information regarding medication expiration will guarantee that the medication received is in good condition. The completeness and availability of medicines in the pharmacy will make it easier for patients to obtain medicines and will indicate that the management of medicine stocks in the pharmacy is good so that it can be said that the pharmacy is complete. This is in line with research by Utami (2019) which states that, the more uniform the number and types of products provided at a service location, the more satisfied patients will be with that pharmacy, and patients only need to buy at that pharmacy without going to other pharmacies and so on. similar patients will repeat for their next purchase.

### Results of the Conformity Level Value (Tki) Between Expectation Values and Perception Values

**Table 3.** Results of Conformity Level Values (Tki) Between Expectation Values and Perception Values

Attribute	Statement	Hope (Xi)	Performance (Yi)	Tki (%)	Performance (%)
T1	The appearance of the pharmacy staff is neat and pleasant	4,14	3,19	76,98	
T2	Pharmacy facilities are clean and neatly arranged	4,63	3,78	81,62	80
T3	Areas in providing information are available	4,65	3,25	69,88	
T4	Privacy in the counseling area is more private, not noisy, separate.	3,54	3,28	92,61	
R1	Pharmacy service hours are appropriate	4,16	3,15	75,73	
R2	The pharmacist's history is clear and understandable	4,8	3,82	79,57	82
R3	Staff provide written medication information if the patient does not understand	4,23	3,84	90,73	
RE1	Pharmacists listen and answer questions from patients well	4,26	3,27	76,75	
RE2	Medication is given according to the patient's wishes	4,26	3,41	80,04	83
RE3	Patients are given information if there is a change in medication	4,37	4,1	93,8	
RE4	Patients receive information regarding use, side effects, and time to take medication	4,92	4,07	82,89	
A1	Availability of medicines in pharmacies	4,79	4,06	84,77	83
A2	Pharmacist's politeness in providing services	4,77	3,92	82,16	

Attribute	Statement	Hope (Xi)	Performance (Yi)	Tki (%)	Performance (%)
A3	Medicines are given under good conditions	4,51	3,78	83,64	
A4	The pharmacist provides an explanation regarding the expiration date of the drug and how to store the drug	4,78	3,95	82,78	
E1	Patients receive immediate service	4,32	3,6	83,33	
E2	There is complete drug information media in the pharmacy	4,57	4,24	92,84	84
E3	Drug labeling is clear and easy to understand	4,84	4,12	85,14	
E4	The pharmacist asks about the patient's condition.	4,91	3,79	77,14	
	Total	85,45	70,62	82,64	412
	Avarage	4,49	3,71	82,64	82,64

### Conformity (Tki) Between Expectation Value and Service Performance

The results of this research showed that the average conformity level value was 82.64%, which means that the conformity between expected values and service performance has not yet reached 100%. Several studies state that a value of less than 100% means that the service provided still does not make patients satisfied with the service. However, according to PMK 73 of 2016, the minimum result in patient satisfaction score is 75%. So that in this service the patient feels satisfied with the service that has been provided. These results obtained lower results compared to Widiyanto's (2023) research with the result that the Tki value for the level of customer satisfaction was 91.50%.

Patient satisfaction results in each region will be different because each place where patient satisfaction assessments are carried out provides different services to patients. Differences in the timing of patient satisfaction data collection can also result in different patient satisfaction even though the research is conducted in the same place. This happens because at the same service location and at different times, each patient's experience will be different due to differences in needs and differences in service providers. (Azmi ARIFFIN *et al.*, 2022).

### Analysis of the Match between Expectations and Reality of Empathy Dimensions

In this study, the highest Tki score was obtained in the dimension of concern or empathy. Based on table 5.2, pharmacy patients expressed satisfaction with the statements in this dimension. This dimension is a dimension in the form of giving serious



attention from pharmacists to individual patients. The Tki value in this dimension is 84%. The highest statement in this dimension is the completeness of drug information media in pharmacies with a Tki value of 92.84%. Information media is a tool for collecting and reorganizing information so that it becomes useful material for the recipient of the information, which in this research is the patient. Having drug information media in the form of images will make it easier for patients to understand drug information, especially if it is combined with educational information provided by pharmacists to patients (Cole et al., 2022). This is in accordance with data in one region of Indonesia which states that pharmacists in Indonesia use various services provided by their team to increase medication compliance, including consultations, brochures. So that patients feel they better understand the information provided by pharmacists so that patients feel more compliant in taking medication (Mara et al., 2017). So with the drug information media that pharmacists have provided in pharmaceutical services at pharmacist-owned pharmacies in the city of Kediri, patients feel very satisfied.

The second highest statement is clear and easy to understand labeling with a Tki value of 85.14%. Labels on medicines have the function of providing information to patients regarding information about the medicine, as a marker for the medicine, and also to minimize errors in administering the medicine (Shah and Singh, 2020). Mariati's research (2022) states that drug labeling can increase patient knowledge and compliance in taking medication. So, having labeling that is clear and understandable by patients makes patients feel satisfied.

The third highest statement in this dimension is that patients receive immediate service (83.33%). A patient is someone who has a health problem and wants to receive health services at a health facility (Deber et al., 2019). So if services can be provided as soon as possible, patients will feel more satisfied. The service time dimension is the duration of the patient's drug service time to get the drug with or without a prescription from the pharmacist, until the patient receives the drug and drug information (Sandelands, 2020). A pharmaceutical service is said to be good if the length of drug service is measured by time. Determining the time dimension in drug services is intended to make patients feel comfortable and not wait long (Zhang *et al.*, 2023).

The final statement in the empathy dimension is that the pharmacist asks about the patient's condition. This statement has the lowest satisfaction value, namely 77.14%. Asking about the patient's condition can help open communication between the pharmacist and the patient. So pharmacists will better understand the patient's condition and will obtain information on the patient's condition and pharmacists can more easily convey drug information to patients (Oliveros, Brailovsky *and* Shah, 2019).

### **Analysis of the Conformity of Expectations and Reality of Assurance Dimensions**

This dimension is the dimension of service quality in the form of a guarantee that includes the knowledge and skills of officers, politeness and friendliness of officers, officers' ability to communicate, trustworthiness and security guarantees. In this dimension, the highest statement is the completeness of medicines in pharmacies with a Tki value of 84.77%. Patients will feel satisfied if the medicine they get matches the patient's needs

and is complete, so that the patient feels that everything they need has been directly obtained at the pharmacy. This happened because in this study the pharmacy where the data was collected was a pharmacy owned by a pharmacist (Bratkowska et al., 2020). This pharmacy is managed and accountable by the pharmacist himself. So the management is better than pharmacies with other management systems. Because, independent practicing pharmacists know more about how to manage drug stocks in pharmacies according to the knowledge they have (Nind et al., 2020).

Another statement in the Assurance dimension is that drugs are given in good condition (83.64%). This statement is important to ask because the medicine received in good condition can reassure consumers that the medicine is fit for consumption and its authenticity is guaranteed. Then this statement is in accordance with the Indonesian Ministry of Health (2016), which stated that there were no incidents of medication administration errors. With these regulations, pharmacy staff avoid mistakes when administering medication and ensure consumers obtain medication correctly which will affect the success of treatment, so that consumers are confident in the expertise and professionalism of pharmaceutical staff because administering medication correctly is the responsibility of pharmacists, so they can increase consumer confidence in pharmacies.

The pharmacist's statement provides an explanation regarding the expiration date of the drug and how to store the drug (82.78%), and the politeness of the pharmacist in providing services (82.16%) also makes the patient feel satisfied with the service that has been provided.

#### **Congruence of Expectations and Reality Dimensions of Responsiveness**

Tki value of the responsiveness dimension. This dimension has an average value of 83%. The responsiveness dimension is a dimension of service quality in the form of the willingness of health service providers to provide information and help respond to patients' needs and desires immediately. Patients feel satisfied with the statements given in this dimension. The highest statement is that patients are given information if there is a change in medication with a Tki value of 93.7%. Patients received information regarding use, side effects, and time to take medication (82.89%). Pharmacists listen and answer questions from patients well (76.75%). Communication skills with patients are important for a pharmacist in providing services. Because information provided properly to patients will make patients aware of the treatment they are undergoing and increase patient compliance in taking medication (Oliveros, Brailovsky and Shah, 2019).

#### **Conformity of Expectations and Reality Dimensions of Reliability**

The Tki value for the Reliability dimension is 82%. The reliability dimension is a dimension of service quality in the form of the ability to provide services according to the promises offered, so that we can provide optimal and accurate service. The officer provides written medication information if the patient does not understand (90.73), the pharmacist's history is clear and understandable (79.57%).

Providing written medication information to patients can increase patient knowledge in taking medication. so that the information from the pharmacist will be clearer and can be understood by patients. Information from pharmacists can be more optimally received by

patients, so that patient compliance in taking medication will increase (van Beusekom *et al.*, 2016).

**Analysis of the Conformity of Expectations and Reality of Tangible Dimensions**

Tangible dimension Tki value with a value of 80%. These results mean that this service shows facilities that support and suit patient needs, a convincing appearance of the staff, as well as a clean, neat and comfortable environment so that their needs can be met, which ultimately leads to patient satisfaction.

Privacy in the counseling area is more private, not noisy, separate (92.61%), the pharmacy facilities are clean and neatly arranged (81.62%), the appearance of the pharmacy staff is neat and pleasant (76.98%), the area for providing information is available ( 69.88).

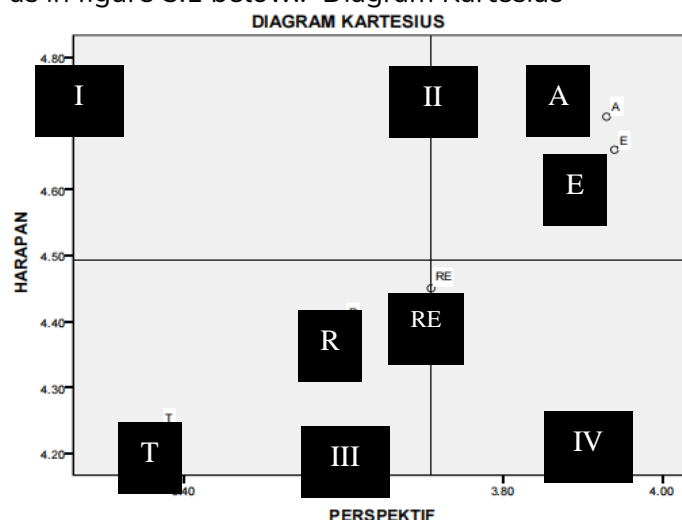
Physical pharmacy facilities that are clean, neat and have an area where drug information is available and provided privately will increase patient satisfaction. A counseling room that is not noisy will make patients more comfortable in providing services and the information provided by the pharmacist will be more optimally conveyed to the patient. Patients who come in sick will be more comfortable if they get a counseling place that is comfortable and not noisy (Sipl, 2018)

**Table 4.** Maharani Dwi Pratiwi

DIMENSIONS	T	R	RE	A	E	Average
Hope (X)	4,24	4,40	4,45	4,71	4,66	4,49
Performance (Y)	3,37	3,60	3,71	3,93	3,94	3,71

Information: T= *Tangible*, R= *Reliability*, RE= *Responsiveness*, A= *assurance*, E= *emphaty*

In this study, the results obtained on the X axis were 4.49 and on the Y value, the value was 3.71. The average value forms a Cartesian diagram by creating four quadrants with intersection points at the average value as in table 5.4 above which will form a Cartesian diagram as in figure 5.1 below.: Diagram Kartesius



**Figure 1** Cartesian diagram of SERVQUAL dimensions in the IPA method

Information: T= *Tangible*, R= *Reliability*, RE= *Responsiveness*, A= *assurance*, E= *emphaty*.  
I= *Quadrant one*, II= *Quadrant two*, III= *Quadrant three*, IV= *Quadrant four*

### Importance Performance Analyze (IPA)

In the analysis method using the IPA method, results will be obtained in the form of four quadrants. Services that must be the initial priority for improvement are in the first quadrant where patients feel this service is very important to obtain, but the pharmacist's performance is not good. The results of this study did not show services that were priorities for improvement, because in quadrant one the appropriate dimensions were not found. These results are in line with the satisfaction value in this study which states that patients are satisfied with the services provided.

On services that must be maintained. This service is a service with equally high expectations and performance values. So the service must be maintained, because the service is very important in the eyes of the patient and the performance of the pharmacist in providing the service is also satisfactory. In the results in this second quadrant, the dimensions of assurance and empathy are obtained. In the empathy dimension, the highest service attribute is the completeness of drug information media in the pharmacy. Having drug information media in the form of images will make it easier for patients to understand drug information, especially if it is combined with educational information provided by pharmacists to patients (Cole et al., 2022). This is in accordance with data in one region of Indonesia which states that pharmacists in Indonesia use various services provided by their team to increase medication compliance, including consultations, brochures. So that patients feel they better understand the information provided by pharmacists so that patients feel more compliant in taking medication (Mara et al., 2017).

Meanwhile, in the assurance dimension, the highest score is for drug completeness services. The medicines obtained are according to the patient's needs and are complete so that the patient feels that everything they need has been directly obtained at the pharmacy. This happened because in this study the pharmacy where the data was collected was a pharmacy owned by a pharmacist (Bratkowska et al., 2020). This pharmacy is managed and accountable by the pharmacist himself. So the management is better than pharmacies with other management systems. Because independent practicing pharmacists know more about how to manage drug stocks in pharmacies according to their knowledge (Nind et al., 2020).

Services that have a low priority for improvement are the tangible and reliable dimensions. In this dimension, the thing that according to patients is less important and the service provided is less satisfactory is the neat and pleasant appearance of the pharmacy staff. In the reliable dimension, the thing that makes patients feel less satisfied and feel that this is less important is the pharmacy service hours.

Services that are considered excessive and can be reduced for efficiency include pharmacist explanation services related to information that is clear and easy to understand. This service is included in the responsiveness dimension which is included in quadrant four. This quadrant has a higher performance value than the patient's expectations. This could be because pharmacists in pharmacist-owned pharmacies have more time to provide

services (Xi et al., 2019). Compared to network pharmacies which have many duties and obligations related to the company compared to the time for providing drug information to patients (Athiyah *et al.*, 2019).

## CONCLUSION

Based on the analysis of research results, it was concluded that: Based on the SERVQUAL method, negative results were obtained, meaning that the services provided still do not meet the expectations of patients, with the priority order of service dimensions that must be improved being the tangible, reliability, assurance, empathy and responsiveness dimensions. Based on the Importance Performance Analysis (IPA) method, it was found that the patient's TKI value was satisfied with the service, and the service results that must be maintained were services in the assurance dimension and empathy dimension. This dimension consists of the availability of medicines at the pharmacy, the pharmacist's politeness, the medicine is in good condition when received, the pharmacist provides an explanation regarding the expiration of the medicine, the patient is treated quickly, there is drug information media, drug labeling, the pharmacist asks about the patient's condition. In services that are a low priority for improvement are the tangible dimension and reliability dimension, in services that are excessive and can be reduced is the responsiveness dimension, there are no services that are a top priority for improvement.

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