


## Patient Satisfaction with Pharmaceutical Services at the Outpatient Pharmacy Installation of Hospital X, Bandar Lampung City

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Article Info	ABSTRACT
<p><b>Keywords:</b> Patient Satisfaction, Pharmaceutical Services, SERVQUAL.</p>	<p>As the main referral hospital in Lampung Province, evaluating the quality of pharmaceutical services at Hospital X is necessary. Periodic assessment of patient satisfaction is essential to maintain service quality in accordance with expectations. Therefore, this study aims to evaluate the level of patient satisfaction with pharmaceutical services at the Outpatient Pharmacy Installation of Hospital X in Bandar Lampung City. This study employed a cross-sectional survey design, with a purposive sampling technique applied to outpatients or their companions during April–May 2025. Data were collected using the SERVQUAL questionnaire, which consists of five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. The instrument was tested for validity (<math>r_{count} &gt; r_{table}</math>) and reliability (Cronbach's <math>\alpha \geq 0.6</math>), and was declared valid and reliable. The data were analyzed by calculating the gap between patients' expectations and perceptions for each service dimension. A total of 354 respondents expressed being very satisfied with the tangibility (85.3%), reliability (87.7%), assurance (84.1%), and empathy (82.5%) dimensions, and satisfied with the responsiveness dimension (75.8%). All dimensions showed negative gaps (–0.534), with the largest gap in responsiveness (–0.84), indicating a significant discrepancy between patient expectations and experiences. The smallest gap was in reliability (–0.36), indicating that this dimension was closest to meeting patient expectations. Overall, outpatient satisfaction with pharmaceutical services at the Pharmacy Installation of Hospital X. The responsiveness dimension has the highest gap and should be the primary focus for improvement in order to enhance service quality.</p>
<p>This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Yasmin Al Illyyin Farmasi, Fakultas Kedokteran, Universitas Lampung <a href="mailto:yasminalillyyin@gmail.com">yasminalillyyin@gmail.com</a></p>

### INTRODUCTION

Pharmaceutical services are services directly responsible for patients to improve their quality of life (Ministry of Health, 2016). These pharmaceutical services are provided in various public health facilities, one of which is hospitals. Pharmaceutical services in hospitals involve the management of pharmaceutical preparations, medical devices, consumable medical supplies, and clinical pharmacy (Ministry of Health, 2016). The implementation of pharmaceutical services in these health facilities requires the role of pharmaceutical personnel, in accordance with Health Law No. 17 of 2023, which states that pharmaceutical practice must be carried out by pharmacists and pharmaceutical technicians..

The quality of pharmaceutical services is closely related to the service management system implemented by the hospital. The pharmaceutical service management system in hospitals encompasses pharmaceutical inventory management, clinical pharmacy services, human resource provision, facilities and infrastructure provision, organization, and quality control of pharmaceutical services (Ministry of Health, 2016). Implementing a sound management system will ensure the quality of care provided to patients, as reflected in their level of satisfaction with the care they receive (Candra & Dewi, 2022).

Patient satisfaction with services describes the extent to which services can meet patient expectations. (Kabba et al., 2020) Patients will feel satisfied if the service they receive meets or even exceeds their expectations. (Novycha Auliafendri, 2021) Patient satisfaction also influences therapy compliance, which can improve optimal treatment results. (Fitriarahmah et al., 2023; Hidayati et al., 2024; Mujahidah & Supadmi, 2023; Tasnim & Sarlinda, 2022).

Therefore, improving the quality of pharmaceutical services is a crucial step in improving patient satisfaction, compliance, and overall quality of life. Patient satisfaction also significantly impacts a hospital's reputation. (Aryska, 2017; Citra et al., 2021; Imran & Ramli, 2019; Mahendro et al., 2023) One model used to assess service satisfaction is the SERVQUAL (service quality) model. The SERVQUAL model consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988).

Various previous studies have evaluated patient satisfaction with pharmaceutical services. A 2016 study at Dr. H. Abdul Moeloek Regional General Hospital found that 65% of patients expressed satisfaction with pharmaceutical services (Purwanto, 2016). Furthermore, another study at PKU Muhammadiyah Yogyakarta Hospital by Mujahidah & Supadmi (2023) showed that 95.8% of patients were satisfied with the services they received. A correlation between patient satisfaction and therapy adherence was found, with 89.6% of patients complying with therapy.

Hospital X is a fully accredited primary referral hospital in Lampung Province and serves a large number of outpatients. In 2020-2023, the number of outpatient visits at the Hospital X Pharmacy Unit increased significantly, thus increasing the demand for fast, accurate, and efficient pharmaceutical services. Patient satisfaction evaluation is necessary to determine the extent to which the quality of pharmaceutical services provided is able to meet patient desires and needs, considering that improving service quality requires regular patient satisfaction assessments (Muhammad et al., 2020). Based on this background, this study aims to evaluate the level of outpatient satisfaction with pharmaceutical services at the Hospital X Pharmacy Unit in Bandar Lampung City. In addition, this study also analyzes the gap between expectations and the reality of the services received by patients to identify aspects of service that need to be improved. It is hoped that the results of this study can provide input for hospitals in improving the quality of pharmaceutical services that are oriented towards patient needs..

## METHODS

Study This is a cross-sectional survey. The instrument used in this study was the SERVQUAL

questionnaire adapted from Kassa et al. (2021). This questionnaire consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The sample of this study was all outpatients who came and received services at the Pharmacy Installation of Hospital X who met the inclusion criteria with a purposive sampling technique. The inclusion criteria in this study included outpatients or patient companions who were willing to fill out the questionnaire, able to communicate, able to read and write well, had received pharmaceutical services at the Pharmacy Installation of Hospital X more than once, and aged 19 to 65 years. The exclusion criteria included patients or families of patients who worked at Hospital X as well as patients or companions who filled out the questionnaire incompletely.

Patient satisfaction levels were assessed using a five-point Likert scale, ranging from very satisfied (81-100%), satisfied (61-80%), somewhat satisfied (41-60%), dissatisfied (21-40%), to very dissatisfied (0-20%). Data were analyzed univariately to describe the level of patient satisfaction in each dimension, then presented in tabular form. Furthermore, a gap analysis was performed by calculating the difference between patient expectations and reality. A positive (+) value indicates that patient expectations have been met, while a negative (-) value indicates that patient expectations have not been met and that improvements are needed (Dwi et al., 2024)..

## RESULTS AND DISCUSSION

Data collection for this study was conducted at the Pharmacy Unit of Hospital X from April 17 to May 24, 2025. Primary data were obtained from respondents' answers using the SERVQUAL questionnaire, which had been tested for validity and reliability. Of the total patients whose consent was requested, 502 patients were considered as potential respondents. Only 354 respondents were willing to complete the questionnaire and participate in this study. The remaining 148 patients were unwilling to participate due to reasons such as time constraints, health conditions, or lack of interest.

### Patient Satisfaction Level with Pharmaceutical Services

After data was collected from 354 respondents, the following information was obtained regarding the level of patient satisfaction with pharmaceutical service.

#### Dimensions of Physical Evidence (Tangible)

**Table 4.1** Patient Satisfaction Level Based on Physical Evidence Dimension

No.	Indicator	Acquisition Score	Maximum Score	%	Classification
1.	Clean and comfortable waiting room	1498	1770	84.6	Very satisfied
2.	The pharmacy area looks clean and tidy.	1499	1770	84.7	Very satisfied
3.	Outpatient pharmacy is close to your healthcare services and easy to find	1456	1770	82.3	Very satisfied
4.	Pharmacist staff dressed politely and neatly	1536	1770	86.8	Very satisfied

No.	Indicator	Acquisition Score	Maximum Score	%	Classification
5.	The medication prescribed for you is available at the pharmacy.	1563	1770	88.3	Very satisfied
	Amount	7552	8850	85.3	Very satisfied

Based on Table 4.1 above, it can be seen that the overall patient satisfaction level for the physical evidence dimension is in the "very satisfied" category, with an average percentage of 85.3%. The indicator with the highest score is "Your prescribed medication is available at the pharmacy" at 88.3%. The lowest score is "The outpatient pharmacy is close to your healthcare service and easy to find."

The majority of patients were satisfied with the availability of medications at the pharmacy. This indicates that medication availability is one of the most important contributing aspects to patient satisfaction, as evidenced by the highest percentage in the physical evidence dimension. This is in line with research conducted Nurmiwiyati et al (2020) also showed that the patient satisfaction rate reached 86% influenced by drug availability. However, this differs from the research Citraningtyas et al (2020) This indicates low patient satisfaction with medication availability at the Pharmacy Unit of X Tahuna Hospital. Patients complained about the lack of certain medications. This occurs when the time between ordering and receiving the medication takes a long time, forcing patients to purchase medications from outside the pharmacy (Citraningtyas et al., 2020).

#### Reliability Dimension

**Table 4.2** Patient Satisfaction Level Based on Reliability Dimension

No.	Indicator	Acquisition Score	Maximum Score	%	Classification
1.	Pharmacists provide medication and information that suits your treatment needs.	1587	1770	89.7	Very satisfied
2.	The medicines given to you are of good quality.	1576	1770	89	Very satisfied
3.	The medical costs you incur are in accordance with the services received.	1542	1770	87.1	Very satisfied
4.	Pharmacists provide clear and accurate drug information.	1566	1770	88.5	Very satisfied
5.	Pharmacists will help communicate with the doctor if there is anything that needs to be clarified.	1491	1770	84.2	Very satisfied
	Amount	7762	8850	87.7	Very satisfied

Based on Table 4.2, it can be seen that the overall level of patient satisfaction in the reliability dimension is in the "very satisfied" category with an average percentage of 87.7%. The highest indicator is found in the statement "Pharmacists provide medication and information that suits your treatment needs" with a percentage of 89.7%. Then, the lowest

indicator is found in the statement "Pharmacists will help communicate with the doctor if there is anything that needs clarification" with a percentage of 84.2%.

High satisfaction scores across all indicators in this dimension indicate that patients have confidence in the quality and accuracy of the pharmaceutical services provided. High scores on the indicators of drug quality and the appropriateness of the drugs provided to patient needs indicate that the pharmaceutical staff at the Pharmacy Unit of Hospital X have carried out their roles well, both technically and clinically. This finding is in line with research conducted by Insani et al (2017) at the Outpatient Pharmacy Unit of Karsa Husada Batu Regional Hospital, which stated that the majority of patients agreed that the type of medication received was in accordance with the doctor's prescription, with an average score of 4.00 on a Likert scale of 1–5 reflecting a high level of satisfaction.

### Responsiveness Dimension

**Table 4.3** Patient Satisfaction Level Based on Responsiveness Dimension

No.	Indicator	Acquisition Score	Maximum Score	%	Classification
1.	The pharmacist answered your questions very well.	1505	1770	85	Very satisfied
2.	Prescribed medication is given immediately according to the queue	1248	1770	70.5	Satisfied
3.	Pharmacists take enough time for you	1428	1770	80.7	Satisfied
4.	The waiting time for drug services at the pharmacy installation is in accordance with service standards ( $\leq 30$ minutes for compounded drugs, $\leq 60$ minutes for compounded drugs)	1184	1770	66.9	Satisfied
Amount		5365	7080	75.8	Satisfied

Based on Table 4.3, it can be seen that the overall level of patient satisfaction in the responsiveness dimension is in the "satisfied" category with an average percentage of 75.8%. The highest indicator is found in the statement "The pharmacist answered your questions very well" with a percentage of 85%. Furthermore, the lowest indicator is found in the statement "The waiting time for medication services at the pharmacy is in accordance with service standards" with a percentage of 66.9%.

The study results showed that the highest indicator was the statement "the pharmacist answered your questions very well," indicating good direct communication between the pharmacist and the patient. This communication is important because it positively correlates with patient satisfaction and adherence to therapy (Sanii et al., 2016).

Overall, the responsiveness dimension had the lowest satisfaction level (75.8%). The lowest indicator was waiting time for medication services. Previous research also suggests that long wait times can decrease patient satisfaction (Marlaokta & Oktarlina, 2023; Novycha,

2021). Contributing factors include long queues and the need for precision in medication services.

Conversely, research at Asih Balikpapan Hospital and Women's Hospital (RSIA) showed that patients were satisfied with the waiting time. This was because the waiting time met standards (Arlinda, 2024). Other studies have suggested that long waiting times are influenced by limited human resources (HR), prescription types, inefficient queuing systems, and limited infrastructure (Syifa et al., 2024; Ummah, 2025)

### Assurance Dimension

**Table 4.4** Patient Satisfaction Level Based on Responsiveness Dimension

No.	Indicator	Acquisition Score	Maximum Score	%	Classification
1.	Pharmacists are careful when giving you your medication.	1559	1770	88.1	Very satisfied
2.	The pharmacist confidently explained that the medication given to the patient was in accordance with the prescription and safe to use.	1581	1770	89.3	Very satisfied
3.	Pharmacists provide clear instructions on how to take the medication.	1618	1770	91.4	Very satisfied
4.	Pharmacists provide information on how to properly store medication.	1354	1770	76.5	Satisfied
5.	The label on the medicine you received is clearly legible and easy to understand.	1566	1770	88.5	Very satisfied
6.	The pharmacist explains the possible side effects of your medication.	1252	1770	70.7	Satisfied
Amount		8930	10620	84.1	Very satisfied

Based on Table 4.4, it can be seen that the overall level of patient satisfaction in the assurance dimension is in the "very satisfied" category with an average percentage of 84.1%. The highest indicator is found in the statement "Pharmacists provide clear instructions on how to take medication" with a percentage of 91.4%. The lowest indicators are found in statements regarding the provision of information on drug side effects and drug storage methods with percentages of 70.7% and 76.5%, respectively.

This dimension reflects the ability of pharmacists to foster trust and provide a sense of security to patients (Parasuraman et al., 1988). Of the six indicators, the highest score was found for the statement that pharmacists provide clear instructions on how to take medications, indicating consistency in providing information on medication use.

Conversely, information regarding drug storage and side effects is still rarely provided, as evidenced by the low scores on these indicators. According to Minister of Health Regulation No. 72 of 2016, this information is part of the Drug Information Service (PIO) and must be provided by pharmacy staff.

Storage information is important because it can affect drug stability and effectiveness (Helni, 2015), while side effect information is useful for making patients more aware of

potential drug reactions (Astuti & Kundarto, 2018). Lack of information dissemination can be a gap in service that needs to be improved to ensure the safety and quality of patient therapy.

### Dimension of Empathy

**Table 4.5** Patient Satisfaction Level Based on Responsiveness Dimension

No.	Indicator	Acquisition Score	Maximum Score	%	Classification
1.	Pharmacy staff provide adequate service and attention to you.	1417	1770	80.1	Very satisfied
2.	Pharmacy staff show polite and respectful attitude towards you	1444	1770	81.2	Very satisfied
3.	Pharmacists maintain the confidentiality of your information during conversations with you.	1522	1770	86	Very satisfied
Amount		4383	5310	82.5	Very satisfied

Based on Table 4.5, it can be seen that the overall level of patient satisfaction in the empathy dimension is in the "very satisfied" category with an average percentage of 82.5%. Each indicator in this dimension is in the "very satisfied" category. The highest indicator is found in the statement "Pharmacist staff maintains the confidentiality of your information during conversations with you" with a percentage of 86%. Then, the lowest indicator is found in the statement "Pharmacist staff provides adequate service and attention to you" with a percentage of 80.1%.

The empathy dimension relates to the attitude of pharmacists, accompanied by personal attention to patients, thus creating a sense of comfort (Parasuraman et al., 1988). This study assessed empathy based on three indicators: patience, friendliness, and attention to patient privacy. All indicators showed high scores, reflecting that patients felt they were served with respect and care.

These results align with research by Agusthin et al. (2025) and Nabila et al. (2024), which found that patients were satisfied because pharmacists showed concern, were responsive to complaints, and were able to build good relationships. This contrasts with research by Raising (2019), which found low empathy scores due to staff being unfriendly and hasty when providing drug information.

### Gap Analysis between Expectations and Reality

**Table 4.6** Analysis *Patient Satisfaction Gap*

No.	Statement	Fact	Hope	Gap
Dimensions of Physical Evidence (Tangible)				
1.	Clean and comfortable waiting room	4.23	4.72	-0.49
2.	The pharmacy area looks clean and tidy.	4.23	4.63	-0.4
3.	Outpatient pharmacy is close to your healthcare services and easy to find	4.11	4.56	-0.45
4.	Pharmacist staff dressed politely and neatly	4.34	4.59	-0.25
5.	The medication prescribed for you is available at the pharmacy.	4.42	4.83	-0.41
Average		4.3	4.7	-0.4

Reliability Dimension				
6.	Pharmacists provide medication and information that suits your treatment needs.	4.48	4.78	-0.3
7.	The medicines given to you are of good quality.	4.45	4.81	-0.36
8.	The medical costs you incur are in accordance with the services received.	4.36	4.61	-0.25
9.	Pharmacists provide clear and accurate drug information.	4.42	4.81	-0.39
10.	Pharmacists will help communicate with the doctor if there is anything that needs to be clarified.	4.21	4.71	-0.5
Average		4.38	4.74	-0.36
Responsiveness Dimension				
11.	The pharmacist answered your questions very well.	4.25	4.70	-0.45
12.	Prescribed medication is given immediately according to the queue	3.53	4.62	-1.09
13.	Pharmacists take enough time for you	4.03	4.60	-0.57
14.	The waiting time for drug services at the pharmacy installation is in accordance with service standards.	3.34	4.62	-1.28
Average		3.79	4.63	-0.84
Assurance Dimension				
15.	Pharmacists are careful when giving you your medication.	4.40	4.78	-0.38
16.	The pharmacist confidently explained that the medication given to the patient was in accordance with the prescription and safe to use.	4.47	4.83	-0.36
17.	Pharmacists provide clear instructions on how to take the medication.	4.57	4.85	-0.28
18.	Pharmacists provide information on how to properly store medication.	3.82	4.57	-0.75
19.	The label on the medicine you received is clearly legible and easy to understand.	4.42	4.75	-0.33
20.	The pharmacist explains the possible side effects of your medication.	3.54	4.58	-1.04
Average		4.20	4.73	-0.53
Dimension of Empathy				
21.	Pharmacy staff provide adequate service and attention to you.	4.00	4.64	-0.64
22.	Pharmacy staff show polite and respectful attitude towards you	4.08	4.66	-0.58
23.	Pharmacists maintain the confidentiality of your information during conversations with you.	4.30	4.70	-0.4
Average		4.13	4.67	-0.54

Based on the gap analysis results, all SERVQUAL dimensions, including tangibles, reliability, responsiveness, assurance, and empathy, showed negative gap values. This indicates that patient expectations regarding pharmaceutical services have not been fully met.

In the tangible evidence dimension, the gap value was relatively small and ranked second, with an average of -0.40. This indicates that the physical facilities nearly meet patient expectations. The indicator "clean and comfortable waiting room" had the highest gap value in this dimension, indicating the need to improve the cleanliness and comfort of waiting rooms, especially during peak service hours. These results align with the findings of Addin et al. (2021) and Citraningtyas et al. (2020), who also reported waiting room discomfort as one of the main patient complaints. However, this contrasts with the research of Sukma et al. (2024), which showed a positive gap regarding comfortable, clean, and tidy pharmacy waiting rooms.

The reliability dimension showed the smallest gap and ranked first. The low gap was particularly evident in the indicator "treatment costs commensurate with the services received," reflecting positive patient perceptions of the services received, particularly for National Health Insurance (JKN) participants. Patients expressed satisfaction because they were not burdened with direct costs and felt the services met their expectations. These results align with Septia's (2015) research, which found that the BPJS (Indonesian Health Insurance) financing system positively impacts patient satisfaction.

Conversely, the responsiveness dimension had the highest gap value (-0.84), indicating the largest gap between expectations and reality regarding the services provided. The main problem lies in the waiting time indicator for medication services, where the majority of respondents were dissatisfied with the service. Service delays are likely caused by high patient volumes, a lack of human resources, and a suboptimal queuing system. This finding is supported by a systematic study by Wirajaya & Rettobjaan (2022), which identified various factors contributing to long wait times in hospital pharmacy installations. Therefore, efforts are needed to improve service flows and utilize queuing technology to reduce waiting times and increase patient satisfaction.

The assurance dimension ranked third with the largest gap. The two indicators with the largest gaps were related to the delivery of information regarding drug side effects and drug storage. The majority of patients rarely received information regarding drug side effects and storage. This is in line with research by Astuti & Kundarto (2018), which stated that staff rarely paid attention to information regarding drug side effects. Understanding drug side effects is crucial for patients to be more aware of their condition (Astuti & Kundarto, 2018). Providing information regarding drug storage is also crucial to maintain the stability and effectiveness of the drugs used by patients (Helni, 2015; Kassa et al., 2021). Meanwhile, there are considerations from the practitioner's perspective. Not all drugs require detailed information about side effects and storage instructions to patients. Providing comprehensive information about side effects to patients also carries risks. In some cases, information about side effects actually creates fear, which can affect medication adherence (Barker et al., 2023). Therefore, good communication skills are important for pharmaceutical personnel in determining the priority of information conveyed by adjusting the type of drug, patient condition, and urgency of the information.

The empathy dimension ranked fourth, with a significant gap. This indicates that although patients perceived pharmaceutical staff as caring and personal, there is still room

for improvement. The indicator with the highest gap, related to the attention staff provided to patients, indicates the need to strengthen interpersonal communication. This is in line with studies by Kashfi et al. (2022) and Kassa et al. (2021), which found that personal interaction tends to decrease under busy service conditions. However, this contrasts with research by Sukma et al. (2020), which showed positive results in the empathy dimension, influenced by patients' lower initial expectations.

Based on the gap analysis results for the five dimensions of service quality, it can be concluded that the SERVQUAL approach not only measures absolute satisfaction but also assesses the extent to which patient expectations are met and identifies potential improvements. Small negative gaps in the reliability and tangibles dimensions indicate that service has approached patient expectations, although there is still room for improvement. Conversely, the responsiveness dimension showed the largest gap, particularly regarding medication waiting times, thus requiring top priority for improvement. The assurance and empathy dimensions also showed significant gaps, particularly in the delivery of information and staff interactions. These findings indicate the need for improvement strategies, such as communication training for pharmacists and optimization of the queuing system. Appropriate interventions are expected to improve the quality of pharmaceutical services, thereby fostering positive patient perceptions of the services provided.

In understanding the results of this study, it is important to consider several limitations. The data obtained through the questionnaire were quantitative, so they only reflect patients' perceptions without delving deeper into the reasons behind their satisfaction or dissatisfaction. Furthermore, the limited timeframe for data collection did not account for possible differences in service conditions based on the day or time of visit, which could have influenced patients' perceptions of the quality of care they received.

## CONCLUSION

The overall level of outpatient satisfaction at the Pharmacy Unit of Hospital X in Bandar Lampung City is in the very satisfied category. The satisfaction analysis was conducted using the SERVQUAL method, which includes five dimensions of service quality (tangible evidence, reliability, responsiveness, assurance, and empathy). However, the results of the SERVQUAL gap analysis indicate that there is still a gap between patient expectations and reality in all dimensions of service quality (negative gap).

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