

Evaluation Of Patient's Satisfaction Towards Pharmaceutical Services At Outpatient Installation In c

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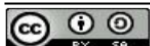
ABSTRACT

Pharmaceutical service is a direct and responsible service to patients related to pharmaceutical preparations with the aim of improving the quality of life of patients. Patient satisfaction is the first indicator of a hospital's standards and is a measure of service quality. The purpose of this study was to determine the level of satisfaction based on 5 dimensions of pharmaceutical services in the Outpatient pharmacy installation of Putra Waspada Hospital Tulungagung using the *ServQual* method. This research was a descriptive research using *random sampling* design. This research was conducted prospectively with quantitative method using data collection method, namely the *ServQual* method and the *Chi-square* test method carried out using questionnaires. There were 225 of samples of patient respondents, to determine the characteristics of respondents and the influences between respondent characteristics and the level of patient satisfaction on 5 dimensions of pharmaceutical services at the Outpatient Pharmacy Installation of Putra Waspada Hospital Tulungagung using the *Chi-square* test. Based on the result of the percentage of the patient satisfaction level at the performance level stated that 56 respondents (56%) stated "very satisfied" with pharmaceutical services, while 41 respondents (41%) stated "satisfied", at the expectation level 55 respondents (55%) stated "very satisfied", 42 respondents (42%) stated "satisfied". Based on *ServQual*'s analysis, patient satisfaction scores on 5 dimensions of pharmaceutical services have a "fair" interpretation with a satisfaction level of "satisfied" and have a high interpretation with a satisfaction level of "very satisfied". In outpatients with each dimension of 0.90 (*reliability*), 0.96 (*responsiveness*), 0.98 (*assurance*), 0.92 (*empathy*), 0.93 (*physical infrastructure*).

Keywords : Pharmaceutical Service, Satisfaction, Servqual

INTRODUCTION

Health development aims to improve the quality of health services, among others by meeting the needs of qualified drugs, ensuring the availability of medicine with the right amount and types as needed and increasing accuracy, rationality and efficiency in their use (Annet, 2017). Pharmacy service is one of the health services in Indonesia that is required to change orientation from *drug oriented* to *patient oriented*. Pharmaceutical service activities that originally focused on drug management as a commodity must be transformed into a comprehensive service and aim to improve the quality of life of patients. Patient recovery of 25% is expected to be obtained from the convenience and good service of pharmacies, while 75% comes from drugs used by the patients (Rezky & Akib, 2019). Every patient wants a good medical service, because medical service is one of what everyone's needs. Everyone wants to be respected, served, and have equal status in society. Providing the best service to patients is a demand for health care providers. For society who needs health services, they will



definitely look for good health service providers and those who can provide them with satisfactory service (Dewi, 2017).

Patient satisfaction is the first indicator of a hospital's standards and is a measurement of service qualities. Low patient satisfaction will have an impact on the number of visits which will affect on hospital profitability, while employee attitudes towards patients will also have an impact on patient satisfaction where patient needs will increase from time to time, as well as the demands of services provided (Arifin et al., 2019). Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perception between expectations and services received for a service or product. One model that is widely used to measure patient satisfaction is the *SERVQUAL* (Service Quality) model by making a patient satisfaction assessment questionnaire. Customer satisfaction analysis can be done based on five dimensions of service quality, namely as follows: tangible (concrete evidence) is a physical infrastructure / facility that patients can see or feel related to the services obtained compared to their expectations (Mumu et al., 2019).

Based on the results of the research about patient satisfaction towards services to outpatient conducted at Dr. Iskak Tulungagung Hospital located in Tulungagung in 2017 showed that from 64 respondents studied, 75.08% of satisfaction level hadn't met the expectation. In the reliability dimension 83% has not met expectation, the responsiveness dimension 75.9% had not met expectation and in the assurance dimension 70.5% had not met patient expectation, and in the empathy dimension 75% had not met patient expectation (Wardani, 2017). The result of a study conducted in 2017 stated that there was a lot of dissatisfied data on pharmaceutical services in Tulungagung area, so researchers were interested in conducting research on service satisfaction in Putra Waspada Tulungagung Hospital.

To see a person's satisfaction with service, there are five dimensions which include *reliability, responsiveness, confidence/assurances, empathy, tangible* (Sesrianty et al., 2019). These five dimensions are also a benchmark of patient satisfaction on outpatients in research conducted at Putra Waspada Hospital Tulungagung.

METHOD

This research is a descriptive research with a *cross sectional* design. The research was conducted by means of direct surveys using questionnaires. The purpose of this study was to determine the level of satisfaction on the 5 dimensions of pharmaceutical services in the Outpatient pharmacy installation of Putra Waspada Hospital Tulungagung using the *ServQual* method. The material used in the study was primary data in the form of questionnaire's answers from respondents who were the outpatients at Putra Waspada Hospital Tulungagung.

RESULT

a. Result of respondent characteristics according to outpatients' gender

On table 4.1, it can be seen that the number of sexes of outpatients in the pharmaceutical installation of Putra Waspada Tulungagung Hospital was taken as the research respondents.

Based on the gender characteristics of outpatients, it can be concluded that the majority of respondents were female, as many as 132 respondents (59%) were female, because the data collection of the study was carried out in the morning until noon from 08.00-12.00 where at that time the outpatient unit at Putra Waspada Hospital Tulungagung was very crowded so there had to be more women who were taking their children or mothers for treatments. As for the male patients, 93 respondents (41%) were obtained. This also agrees with Raising, (2019) shows that women were more concerned about health, although it appeared from the results of

the research that there were more women but not necessarily those were sick, it could be that they only took their families for treatment or other affairs.

Table 4. 1 Gender of Outpatient Respondents

Gender	Number of Respondents	Percentage	Valid number	Total Valid Number
Males	93	41%	41%	41%
Females	132	59%	59%	59%
Total	225	100%	100%	100%

SPSS-processed Primary Data Sources, 2022

b. Result of respondent characteristics according to outpatient age

Based on age characteristics, the age group who visited the most in outpatient pharmacy services at Putra Waspada Hospital Tulungagung were in the age range of 18-32 years there were 81 respondents (36%), aged 33-47 years there were 140 respondents (62%), aged 48-62 years there were 4 respondents (2%), aged >62 there were as many as 0 respondents (0%). As for other studies conducted (Mukaddas et al., 2020) that as many as 140 respondents (62%) at the age range of 33-47 years who redeemed prescriptions at pharmacy installations were dominated by patients of productive age.

Table 4. 2 Age of Outpatient Respondents

Aged	Number of Respondents	Percentage	Valid Number	Total Valid Number
18-32	81	36%	36%	36%
33-47	140	62%	62%	62%
48-62	4	2%	2%	2%
>62	0	0%	0%	0%
Total	225	100%	100%	100%

SPSS-processed Primary Data Sources, 2022

c. Results of respondent characteristics according to outpatient occupation

Based on occupation characteristics, the largest respondents was the housewife group (IRT) with a total of 94 respondents (42%) because at the time when the research data was taken the pharmacy installation was very crowded with the majority of professions were housewives. The same research conducted (Itsnayain et al., 2021) at the pharmaceutical service of the Mataram Public Health Center in Mataram City stated that respondents who worked as housewives were (47%) because housewives had more time than other professions.

Table 4. 3 Outpatient occupations

Occupations	Number of Respondents	Percentage	Valid number	Total Valid Amount
Housewives	94	42%	42%	42%
Traders	36	16%	16%	16%
Farmers	56	25%	25%	25%
Civil servants	12	5%	5%	5%
Private employee	22	10%	10%	10%
Students/ University students	5	2%	2%	2%
Total	225	100%	100%	100%

SPSS-processed Primary Data Sources, 2022

d. Result of Patient Satisfaction Level Towards 5 Dimensions in Outpatient Pharmacy Installation of Putra Waspada Hospital Tulungagung with *Servqual Method*

In this study, an assessment of the level of patient satisfaction was carried out in the outpatient pharmacy installation at Putra Waspada Hospital Tulungagung using the *servqual* method by comparing the average performance score of the services provided to outpatients and the average score of patient expectation of the services received. After obtaining the patient satisfaction scores, then the value was interpreted into the level of patient satisfaction. This study was conducted on 225 outpatient respondents who were redeeming prescriptions at the outpatient pharmacy installation of Putra Waspada Hospital Tulungagung. The result of the study on outpatients can be seen on table 4.3 which shows that 56 respondents (56%) had a satisfaction level of "*very satisfied*", 41 respondents (41%) had a satisfaction level of "*satisfied*" and 3 respondents (3%) had a satisfaction level of "*quite satisfied*", from these results it can be concluded that almost all outpatient respondents expressed satisfaction with pharmaceutical services at the outpatient pharmacy installation of Putra Waspada Hospital Tulungagung.

Based on the results of the level of outpatient satisfaction on each dimensions which can be seen on table 4.4, it shows that the reliability dimension was interpreted "*high*" with the level of satisfaction "*very satisfied*", while the dimensions of responsiveness, assurance, empathy, and physical infrastructure in this outpatient study were interpreted "*fair*" with the level of satisfaction "*satisfied*".

Table 4. 4 Patient Satisfaction Percentage Result

Satisfaction Level	Performance Frequency	Percentage Performance	%	Frequency Expectations	of	Percentage Expectation	%
Very satisfied	56	56%		55		55%	
Satisfied	41	41%		42		42%	
Quite Satisfied	3	3%		3		3%	
Total	100	100%		100		100%	

SPSS-processed Primary Data Sources, 2022

DISCUSSION

Based on the information on table 4.5, It shows that from the result of the level of outpatient satisfaction with the dimensions of reliability, responsiveness, assurance, empathy and physical infrastructure have sufficient interpretation with information of *satisfied*. The reliability dimension had a satisfaction value of 0.90 with statement of *satisfied* and the statement items can be seen in table 4.6. Research conducted by (Wicaksono, 2019) stated that the satisfaction value that comparing between performance levels and expectations got a value on the reliability dimension at 1.04 which means that patient satisfaction was high towards the reliability dimension at the Outpatient Pharmacy Installation of Ir.Soekarno Hospital. In the responsiveness dimension of the 5 items which can be seen on table 4.6, comparing between the average performance and the average expectation, a satisfaction score of 0.96 was obtained which means that the patients were quite satisfied with the responsiveness dimension in the Outpatient Pharmacy Installation of Putra Waspada Hospital Tulungagung. This is in line with the research conducted by (Hayaza, 2018) stated that the value on the responsiveness dimension which comparing between average performances and average expectations obtained results at 0.79 which means that respondents were *quite satisfied* with the responsiveness dimension in Pharmacy Installation of Public Health Centre Surabaya. In the assurance dimension, the statement items can be seen in table 4.6 which obtained a satisfaction value of 0.98 which means that respondents were *quite satisfied* with the assurance dimension in the Outpatient Pharmacy Installation of Putra Waspada Hospital Tulungagung. Research conducted by (Kristanti et al., 2019) stated that respondents were very satisfied on the

assurance dimension because pharmacy workers ensured patients understand the correct information about drugs and get results of 1.07.

In the empathy dimension, a satisfaction score of 0.92 was obtained which stated *quite satisfied* which means that the patient were *quite satisfied* with the empathy dimension, statement items can be seen in table 4.6. This is in line with research conducted by (Zethaml, 2019) respondents on the empathy dimension were quite satisfied with the services carried out in the Pharmacy Installation of Sukoharjo Regional Public Hospital with a satisfaction value of 0.91. A satisfaction value of 0.93 was obtained in the physical infrastructure dimension which comparing between average performance and average expectation and statement items can be seen on table 4.6. Research conducted by (Isnindar et al., 2018) stated that respondents were very satisfied with the dimension of physical infrastructure at the Hospital Pharmacy Installation Regional Public Hospital of dr. Soedarso and got a satisfaction value of 1.02.

Table 4. 5 Result of Outpatients' Satisfaction Level of Each Dimensions

Dimension	Average Performance	Average Expectations	Satisfaction Value	Interpretation	Information
Reliability	6.55	7.23	0.90	Fair	Satisfied
Responsiveness	9.7	10.2	0.96	Fair	Satisfied
Assurance	6.44	6.57	0.98	Fair	Satisfied
Empathy	6.51	7.04	0.92	Fair	Satisfied
Physical Infrastructure	6.53	7.09	0.93	Fair	Satisfied

SPSS-processed Primary Data Sources, 2022

The level of satisfaction based on each dimension will be explained as follows:

a. Dimension of Reliability

The reliability dimension in outpatient satisfaction had a satisfaction value of 0.90. The reliability dimension represented by five statements which can be seen on table 4.4, of the five statement items of outpatients there were four statement items that were interpreted as "*fair*" with a satisfaction level of "*satisfied*". The one with the highest satisfaction score of the outpatient satisfaction statement was the statement item "The pharmacy workers provide information about how to use the drugs." with score of 0.98. The result of this study is in line with the research by (Wiguna, 2018) providing information about how to take drugs can determine the success of therapy for patients. Furthermore, for statement item which had a "*rather low*" interpretation with a satisfaction level of "*quite satisfied*" was in the statement item stated the pharmacy workers provide information about the side effects that will arise after taking the drugs.

b. Responsiveness Dimension

The result on the responsiveness dimension of 0.96 in outpatient satisfaction had an interpretation of "*fair*" with the level of satisfaction of "*satisfied*" and the result can be seen on table 4.4. In the responsiveness dimension there were six statement items, of the six statement items all were interpreted as "*fair*" with the level of satisfaction "*satisfied*" and the result can be seen on table 4.5. The interpretation with the highest value was on the statement item "Pharmacy workers answers quickly about patient complaints." with the value of 0.99 and this can be seen on table 4.5. Other studies also stated that respondents would feel satisfied when the pharmacy workers responded to patient complaints and overcame the complaints quickly (Raising, 2019). Furthermore, for the interpretation of the lowest outpatient satisfaction score on the responsiveness dimension, it was in the statement item of "Pharmacy workers serve prescriptions quickly", with 0.89 value was obtained. The speed of medicine service is the

ability to make consumers believed and convinced for the services received or obtained (Kosnan, 2020).

c. Assurance Dimension

The assurance dimension is a quality dimension related to the ability of pharmacy workers at the time of delivering the service to develop self confidences and assurances to patients. The assurance dimension consists of communication, security, competence, and courtesy (Lupiyoadi, 2019). Based on the result, the satisfaction level value on the outpatient assurance dimension was 0.98 and interpreted "*fair*" with the satisfaction level of "*satisfied*", the result can be seen in table 4.4. The statement item that had the highest satisfaction value on outpatients from this assurance dimension was the statement that "The workers tried their best to provide the complete drugs written in the prescriptions" which had value of 0.99.

In this study, the result showed that patients at Putra Waspada Tulungagung Hospital felt very satisfied with the completeness of the drugs as written on the prescriptions, they were available and not out of stocks. With the full availability of drugs as doctors gave on the prescriptions, patients will feel more satisfied and easier in obtaining drugs and they do not have to look for the drugs on prescriptions at other pharmacies and other hospitals (Prihartini et al., 2020). The availability of complete drug is also a hospital strategy to face competition with other pharmacies and hospitals (Rahmawati & Wahyuningsih, 2019).

d. Dimension of Emphathy

The dimension of empathy is related to caring for the patients, so pharmacy workers must give sincere attention, act friendly and polite and not be picky in providing services to patients. Based on the result on the empathy dimension, an outpatient satisfaction score of 0.92 was obtained with an interpretation of "*fair*" and result can be seen on table 4.4 about the patient empathy dimension. For the result of each item, the statements which are contained in the overall empathy dimension showed that respondents who were redeeming prescriptions at the outpatient pharmacy installation of Putra Waspada Hospital Tulungagung were satisfied with the services provided for the workers are not differentiating patients and all were served equally according to the queue. Hospitality in pharmacy is very influential on patient satisfaction because patients will feel respected and cared for so that patients will return back to the hospital. Patients who are treated well and welcomed will be more obedient and obey all the advice and suggestions given by pharmacy workers for the purpose of patient treatment that will be obtained (Rahmawati & Wahyuningsih, 2019).

e. Dimensions of Physical Infrastructures

The dimension of physical infrastructures is the ability of a company to show its existence to external parties. The company's appearance and ability of physical facilities and infrastructure and the condition of the surrounding environment are clear evidence of the services provided by service providers. This includes physical infrastructures (buildings, warehouses, etc.), tools and equipments used (technology), and the appearance of employees (Jacobis, 2020). Based on the results of the satisfaction score of outpatients on the physical infrastructures dimension, a value of 0.93 was obtained which interpreted "*fair*" with the level of satisfaction "*satisfied*" and the results were seen on the table 4.4. On the dimension of physical infrastructures there were five statement items, the highest satisfaction value in outpatients was found in the statement item "Clean and comfortable patient service waiting room".

e. Result of the influence of respondent characteristics on the level of patient satisfaction with the *Chi-Square* test

1. *Chi-Square* Test Result By Gender

It can be seen on table 4.7 that there is a significant value of $0.295 > 0.05$ so it can be concluded that "there is no significant relationship between gender and patient satisfaction

level". This can be interpreted that the gender of outpatients has no effect on the level of service satisfaction in the outpatient Pharmacy Installation of Putra Waspada Hospital Tulungagung.

This is in accordance with the research conducted by (Samantha & Almalik, 2019) which stated that there was no significant relationship between gender and outpatient satisfaction toward services with a significant value of $0.683 > 0.05$.

Table 4. 7 Patient's Chi-square Test Result By Gender

Characteristic	Significance Value
Gender*Satisfaction Level	0,295

SPSS-processed Primary Data Sources, 2022

2. *Chi-Square* Test Result By Age

The significance value of $0.148 > 0.05$ is seen so it can be concluded that "*there is no significant relationship between age and patient satisfaction levels*". It can be interpreted that the patients' age has no effect on the level of service satisfaction at the outpatient Pharmacy Installation of Putra Waspada Hospital Tulungagung. It is in accordance with the research conducted by (Munawir, 2019) stated that there is no significant relationship between age and patient satisfaction and obtained a significant value of $1,000 > 0.05$. According to (Sriatmi et al., 2018) the absence of a relation between age and patient satisfaction level might be caused by the same love and affection that every patients expect whether they are young or old and that every of their complaints is heard by health workers.

Table 4. 8 Outpatient Chi-square Test Result According to Age

Characteristic	Significance Value
Age*Satisfaction Level	0,148

SPSS-processed Primary Data Sources, 2022

3. *Chi-Square* Test Result by Occupation

It can be seen that significant values of $0.076 < 0.05$ is obtained, it can be concluded that "*there is a significant relationship between occupations and patient satisfaction*". It can be interpreted that the patients' occupations influence the level of service satisfaction at the outpatient Pharmacy Installation of Putra Waspada Hospital Tulungagung. It is in line with the research conducted by (Christasani & Satibi, 2019) there was a significant relationship between occupations and the level of satisfaction in patients with significant values of $0.005 > 0.05$.

Table 4. 9 Patient Chi-square Test Result By Occupations

Characteristic	Significance Value
occupation*Satisfaction Rate	0,076

Sumber Data Primer yang diolah SPSS, 2022

1. The Effect of Gender on Patient Satisfaction

The majority of genders in this study were female. Based on the result of the analysis of the influence of gender on the level of patient satisfaction, a significant value in patients of 0.295 greater than 0.05 was obtained, it can be said that there is no statistically significant influence between gender and the level of patient satisfaction. In the previous study, there was no relationship between gender and patient satisfaction (Suryawati et al., 2019). It said that the perception and the reaction to pain disorders are influenced by gender, race, economic class and cultural background. From this statement it can be concluded that men and women will be relatively equal in feeling satisfaction.

2. The Effect of Age on Patient Satisfaction

Based on the result of the analysis of the effect of age on the level of patient satisfaction, a significant value of 0.148 was obtained in patients which means greater than 0.05 so it can be said that there is no statistically significant influence between age and patient satisfaction levels. According to (Biyanda Eni nur khayatun & Antono Suryoputro, 2019) the absence of the relationship between age and the level of satisfaction possibly because basically every patient, either young or old, wants the same attention and affection and wants their complaints to be heard by health workers, especially doctors and nurses.

3. The Effect of Occupations on Patient Satisfaction

Based on the result of the analysis of the effect of occupations on the level of patient satisfaction, a significant value of 0.076 was obtained which means less than 0.05, it can be interpreted that there was a statistically significant influence between occupations and patient satisfaction. According to (Widiasari et al., 2019) there is a relationship between occupation and the level of satisfaction. Working patients tend to give a less satisfied assessment of the services received because working patients have more expectations while patients with non-working status (housewives, students, university students) will tend to give a satisfied evaluation of the services received (Itsnayain et al., 2021).

CONCLUSION

1. The level of patient satisfaction towards the 5 dimensions of pharmaceutical services (reliability, responsiveness, assurance, empathy, physical Infrastructures) on outpatients at the outpatient pharmacy installation of Putra Waspada Hospital Tulungagung had a satisfaction level of "satisfied" with a satisfaction value of 0.93.

2. There was a significant influence between occupations and patient satisfaction, while gender and age did not have a significant influence on satisfaction ($p < 0.05$).

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