

# Servqual Scale to Investigate Patient Satisfaction of Pharmaceutical Service at Private Dental Hospital, Jakarta, Indonesia

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**Abstract.** Pharmaceutical services are an integral component of hospital services. Poor pharmacy performance can affect the quality of healthcare in a hospital. The most crucial aspect in increasing services is improving the satisfaction of patients. High degree of satisfactory can improve healthcare qualities in a hospital. Based on several research documents, the quality of pharmaceutical services in Indonesia remains low. The aim of this research was to analyze customer satisfaction with pharmaceutical services at a private dental hospital in Jakarta, Indonesia. This research was performed using a descriptive method. Satisfaction levels are analyzed using Servqual's online questionnaire (Google Sheets), which includes five aspects of service quality: tangibility, empathy, assurance, responsiveness, and reliability. Data from 340 participants who met inclusion requirements. Analyze data using percentages. The results are the degree of tangibility are 78.5%, empathy is 68.50%, assurance is 78%, responsiveness 76.2%, and reliability is 75.3%. Based on the findings, quality service of Pharmaceutical service in Private Dental Hospital, Jakarta, Indonesia are at the same level satisfied

**Keywords:** Patient Satisfaction; Pharmaceutical Service; Dental Hospital

## 1. Introduction

Because pharmaceutical supplies are used in over 90% of hospital health services, bad pharmaceutical systems will result in losses. The performance of pharmaceutical care will influence customer satisfaction and, as a response, loyalty. Since pharmaceutical products, such as medical devices, medical gas, consumable medical equipment, radiological materials, chemicals, and medications are used in more than 90% of the hospital's healthcare system, the pharmacy is among the hospital's five major sources of revenue. Pharmaceutical supplies account about 50 percent of all hospital income. In the area of health services, client happiness is currently the key focus. Service providers' success is determined by the strength of their interactions with consumers who place a premium on customers' loyalty and satisfaction [1].

Listening to patient demands, addressing patient complaints, tidiness of service workers, hospital reputation, processing period, drug services, consumption given, insurance services, reputation, parking conveniences, and environmental variables and all have an impact on customer satisfaction. Service quality influences contentment, and contentment influences behaviors, including returning customers and referrals from peers. The image of the hospital, waiting lists, tidiness of medical staff, and the food given all contribute to the patient's loyalty, and the better the patient's contentment, the bigger the patient's loyalty[2].

Patient satisfaction is a sensation that occurs in an individual after obtaining or experiencing services firsthand. The ServQual (service quality) model is one that is utilized to assess customer happiness by conducting an overall customer satisfaction evaluation poll for services in the realm of products and services that focuses service characteristics. Customer satisfaction is measured using 5 service quality aspects which are tangibility, empathy, assurance, responsiveness, and reliability[3].

Sixty eight percent of patients were pleased with pharmacy services, according to surveys undertaken by c. However, patients are still dissatisfied with pharmacy services, according to study published by Fina Aryani, et al. at Ibu Sina Pekanbaru Islamic Hospital. According to study undertaken by Fitria Megawati, et al. at the Klungkung General Hospital, patients' satisfaction with pharmaceutical care is still poor. [4]–[6].

According to the findings of the study, satisfactory level of patients towards pharmaceutical services in Indonesia remains low. As a result of this predicament, researchers have shown an interest in carrying out a research entitled "Servqual scale to investigate patient satisfaction of pharmacy services at Private Dental Hospital, Jakarta, Indonesia". This study research to determine and assesses the satisfactory level of patients towards pharmaceutical services at Private Dental Hospital, Jakarta, Indonesia

## **2. Method**

The method of descriptive analysis is used in this study, which takes a qualitative design. The goal of this study is to systematically and comprehensively explain the characteristics or facts of a certain demographic or topic in a real and appropriate way. The study population consisted of 2.901 patients associates at the Private Dental Hospital Pharmacy Installation from January to April 2021. The samples were generated using the Slovin's formula with a 5% error margin, which were then adjusted up to 30 samples. This research utilizes an accidental sampling strategy with non- probability sampling method, which is a sampling method that relies on possibility, in which anyone who encounters the researcher by coincidence is included in the sampling.

An online survey in the format of a Google form was used to collect data. Each participant is given a series of questions that has two sections: the first section contained requirements in relation to the participant's demographics, and the second section includes information on the performance targets value that the participant assesses on each several aspects, such as tangibility, empathy, assurance, responsiveness, and reliability. The data was descriptively examined to determine the proportion of patients who were satisfied with each of the aspects given in the questionnaire.

### 3. Result and Discussion

#### 3.1 Patient characteristics

Patient characteristics at Private Dental Hospital can be tabulate based on the characteristics of the patients and is a description of visits to the pharmacy installation and the data is divided by age, sex, occupation, education, income, and patient distribution. Based from 340 participant who were chosen as samples while attending the hospital's pharmacy installation at the time of this research and were likely to complete an online survey to provide patient satisfaction reactions to pharmaceutical facilities on the basis of gender, which are participants or male patients. The number of participants based on the age characteristics was higher at age, as evidenced by 340 participants who were chosen as samples while attending the pharmacy care at Private Dental Hospital at the time of the study and were eager to complete a survey to give responses to age-based patients for pharmacological services depending on age. Adults (up to 26 years) account for 56 percent of the population, while child and teenagers (< 25 years) account for 44 percent. According to Yuyun Yuniar, et al., the biggest proportion was between the ages of 40-59 years. (49,3 percent). According to earlier studies, the degree of patient satisfaction had correlation with age but did not change significantly by age group[7].

Males account for 30% of the total, while females account for 70%. In comparison to the male participant, female patient have a higher percentage value. This finding is not consistent with a study undertaken by Diki Muhammad et al., which found that female patients have a higher percentage of visits (49.2%) compared to male patients. Gender does not appear to have a meaningful association with patient satisfaction, according to his research. Patient satisfaction is more affected by economic categorization or acceptability of diverse options[8].

The number of participants based on the age characteristics was higher at age, as evidenced by 340 participants who were chosen as samples while attending the pharmaceutical service at Private Dental Hospital at the time of the study and were eager to complete a survey to give responses to patients for pharmacological services depending on education as follows: academic degree (40%), high school degree patients (30%), patients with bachelor degree (15%), junior school degree level (5%), and others education patient 10%. This proportion is backed by the population makeup of the Center of Jakarta community based on educational level. Participant with higher edution is more need to serve by personal service[7]

Table shows that patients or participants who are using assistance at the hospital pharmacy care based on their occupation, with 35% being employees, 21% being others (students/ not working), and 15 % being lecturer This proportion is backed also by the population Center of Jakarta community near hospital. Pharmacy installation is based on income, with 39% for those with income more tahn IDR. 3,000,000, 29% for those with no income, 14% for those with IDR. 2,000,000 - IDR. 3,000,000, 10% for those with IDR. 1,000.000 - IDR. 2,000,000, 8% for those with IDR. 500,000 - IDR. 1,000,000, and. The respondents who had received a higher education and who earned monthly income more higher showed a higher level of knowledge and a more positive attitude toward use of drug [9].

### **3.2 Satisfaction Level**

The comparison or ratio between the perceived performance or results and the level of importance this based on the idea of satisfaction.

#### **3.2.1 Tangibility Aspects**

The presentation of services that are easily observable to the patient, such as the room, officers' appearance, adequacy of facilities, and sanitation are examples of tangibles. The participant's expectancy is the participant's faith in the services they will receive, which will afterwards be utilized as a benchmark or standard in evaluating them. This aspect also serves as a representation of current facilities and service officers.

Patient satisfaction with the Tangibles aspect service is very high with a proportion of 78.5%. Because the patient believes that the facilities offered have helped him or her feel at ease. The findings of this study are not consistent with Gayatri Citraningtyas, et al. research[10] and the findings of this research are higher than those of Susi Novaryatin, et al.[4] This indicates that the with participants is very satisfied in this area.

#### **3.2.2 Emphaty Aspects**

The ability of the institution's workers to deliver compassionate and individualized service to patients is represented by the Empathy dimension. Pharmacists' behavior that fosters patient trust for the hospital is known as empathy.

According to data, medical satisfactory with medical services in the area of empathy is high, with 68.5 percent of participant pleased, since the hospital cares about the patient and puts the patient's needs first. This outcome is higher than that of Susi Novaryatiin et al., who found that level of satisfaction with pharmacy services in terms of empathy is still low. The finding of this research is agree with Humaira Fadhilah et.al with pharmaceutical service in hospital is very high emphaty. According to the data, most participants are satisfied with the care provided by pharmacist team but still need more practice about good personal serve for a lot of patients[11].

#### **3.2.3 Assurance Aspects**

The Assurance component develop the courtesy and knowledge of an organization's clinical staff, as well as their capacity to convey confidence and trust in clients.

According to data, level of satisfactory with patient care in the reliability aspects is very high, with 78 percent of participant feeling very satisfied since the services given may make patients feel secure in the details given. This finding is higher than that of Suci Novaryatiin, et al., who found that 72.2 percent of participants were pleased in their research. This finding supports the findings of Humaira Fadhilah et al., who found that several participant are very satisfied in this area. The services at Private Dental Hospital, Jakarta, Indonesia, is close to patient's expectations, with a percentage of 78 percent, which implies it is still in the very satisfied category.

This table demonstrates that services in this dimension fulfill current regulations and therefore made patients happy with the care they receive. The drug obtained by the patient with clean but clear labels still has the lowest aspects, indicating that several patients are not happy owing to the drug's display with confusing. Based on these findings, Private Dental Hospital, Jakarta, Indonesia may be advised to pay attention to container esthetic and label

writing readability, or a computerized method for labeling may be developed so that drug information is easily readable [12].

### **3.2.4 Responsiveness Aspects**

The responsiveness component reflects an institution's commitment to deliver quick service to its customers[13]. The term "responsiveness" refers to a patient's appraisal of the Pharmacist at Private Dental Hospital's ability to respond to the demands of visiting patients. The motivation and capturing ability of employees in offering services is the emphasis of the responsive component.

According to the data, 76.12 percent of patients at the Private Dental Hospital Pharmaceutical service are very satisfied with the responsiveness (Capability dimension). It is classified as quite fulfilled based on the proportion of this requirement. This research's findings are higher than those of Susi Novaryatiin, et al., who found a catchment dimension percentage of 67.6%. However, the findings of this study outperform those of Humaira Fadhilah et al, who found that several patients are very satisfied in the Responsiveness component.

Pharmaceutical personnel's responsibility and capability, as well as their capacity to handle issues promptly and correctly, their readiness to give their time for serving the patients, and their delivering of easy-to-understand, good and straight-forward information, are all key factors in increasing service quality. Most hospitals, in reality, provide training to their workers. It is possible to raise patient happiness and enhance the standard of hospital services by expanding the allocation of services time and providing clean and organized services[14].

### **3.2.5 Reliability Aspects**

The Reliability dimension refers to the ability of service providers to deliver the services as correctly as claimed[15]. The patient's judgment of the Private Dental Hospital's quickness or correctness in delivering pharmaceutical services to patients during the period of visit is called reliability in this section.

The degree of reliability offered by the Pharmaceutical services can be seen in the table above, which ranges from obtaining client prescriptions to service and release of drugs to patients at the Pharmacy care who are happy with the services offered, with a reliability score of 75.3 percent. This occurs as pharmacy staff are inept at disseminating aspects of drug usage and negative effects. The reliability rate of 65.6 percent in this research is higher than study conducted by Susi Novaryatiin, et al. at Murdjani Hospital Sampit and lower than Humaira Fadhilah et al.at Bhineka Bakti Husada Hospital.

## **4. Conclusion**

The most essential factor in determining the quality of hospital services is patient happiness. According to study, the degree of tangibles are 78.5%, empathy is 68.5%, assurance is 78%, responsiveness 76.12%, and reliability is 75.3%. Based on the findings of this study, it can be concluded that the pharmaceutical services at the Private Dental Hospital in Jakarta, Indonesia, is still very good.

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