
The Effect of Pharmaceutical Service Quality on Patient Satisfaction at the Outpatient Pharmacy in RSUD Jayapura, Papua Province

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Abstract

Background: Pharmaceutical service is a direct and responsible service to the patient to improve patient's quality of life. The transformation of the orientation paradigm from drug oriented to patient oriented requires pharmacist to improve their knowledge, skills and behaviors in order to the fulfill the requirement, desires, expectations and satisfaction of the patients. **Objective:** This research aimed to determine the effect between patient characteristics with patient satisfaction, to analyze the effect of *tangibles, reliability, responsiveness, assurance, empathy* and the dominant factors that influence the five dimensions of service quality toward patient satisfaction at the Outpatient Pharmacy at the Jayapura Regional Hospital, Papua Province. **Methods:** This research was conducted at the outpatient pharmacy at Jayapura Regency Hospital, Papua Province. The method used in this research was descriptive analytic using a cross sectional design. Data collection was carried out through questionnaires to 306 respondents. The analysis was performed using univariate analysis, bivariate with chi squared, and multivariate analysis with logistic regression.

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Results: The results showed that there was an effect of respondent characteristics on patient satisfaction at the outpatient pharmacy of the Jayapura Regional Hospital in Papua Province from category recommended redeeming prescription drugs (p -value = 0.032), while those that had no influence were domicile (p -value = 0.350), gender (p -value = 0.614), age (p -value = 0.848), education (p -value = 0.642), occupation (p -value = 0.297), source of costs (p -value = 0.121) and results of this research on pharmacy services quality showed that there were effect of *tangibles* (p -value = 0,000), *reliability* (p -value = 0,000), *responsiveness* (p -value = 0,000), *assurance* (p -value = 0,000), and *empathy* (p -value = 0,000) to patient satisfaction. Based on the results of the logistic regression test, the dominant factor that had most influenced on patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province was *Empathy* (OR = 3,439, 95% CI (1,759-6,726)).

Keywords: Service Quality; Satisfaction; Quality Dimension.

1. Introduction

Health is considered to be one of the important aspects of the seventeen goals to achieve the Sustainable Development Goals (SDG's), which is to ensure a healthy life and promote well-being for all people of all ages. Because health is a measure in the development of a nation, efforts to improve health are always encouraged in order to achieve a better life for the community. The realization of a healthy and independent society is the will of all parties, not only for individuals but also for families, groups and society [1]. To be able to realize this healthy condition, it is necessary to make efforts such as maintaining and improving health and improving its services, bearing in mind that health is a very important need in people's lives whose existence is very much needed. In addition, health care is an autonomous affair that has the most complex challenges so that all the problems faced cannot be postponed for resolution, if there is a delay it will cause new problems [1]. The implementation of health development in Papua Province is guided by the National Health System where the National Health System is prepared by taking into account the revitalization approach of Basic Health Services which includes fair and equitable health service coverage, provision of pro-people health services, health development policies, and is also formulated with due observance to the innovations / breakthroughs in the implementation of broad health development, including strengthening the referral system [2]. Quality health services that are oriented towards customer or patient satisfaction are the main strategy for health care organizations in Indonesia, in order to continue to exist amid increasingly strong global competition. One of the most appropriate strategies in anticipating open competition is through a complete quality approach that is oriented towards a quality service process, and the results of the quality of health services are in accordance with the wishes of customers or patients [3]. Health problems are the main problems encountered on a daily basis. Every day many people come to the hospital for treatment. The more people come to the hospital, the higher the demands of the hospital to improve the quality of its services [4]. The hospital is one of the institutions engaged in health services with the responsibility of providing treatment, providing care, seeking healing and patient health, as well as promoting healthy living education for the community. Consumer assessment of the quality of hospital services is important as a reference in improving services so that customer satisfaction is created and creates customer loyalty [5]. The Jayapura Regional General Hospital is a Type B Education Hospital, which serves outpatients, inpatients and IGDs. Based on the method of payment, both outpatients, inpatients and emergency departments visiting the Jayapura Regional Hospital are classified into 4, namely Papuan Health

Card (KPS) patients, BPJS patients, private, and free payments [6]. The Jayapura Regional Hospital has a vision, namely "The realization of a National Referral Hospital in Eastern Indonesia with the Most Complete, Best, Reliable, Quality and Proud Health Services". For this reason, the Jayapura Regional Hospital is in the stages of quality improvement for the realization of this vision in order to meet the best and quality hospital standards such as the Hospital Accreditation Standard. Included in SNARS are Pharmaceutical Service Standards. The quality of pharmaceutical services at the hospital is very influential on the quality of patient health. Pharmaceutical services are responsible for the patient to improve the quality of life of patients as mentioned in the Republic of Indonesia Minister of Health Regulation number 35 of 2014 article 1 paragraph 3, aspects that must be met to support the quality of service health includes aspects of reliability (empathy), aspects of responsiveness (responsiveness), aspects of assurance (assurance) and aspects of tangibles. These five aspects must be fulfilled in the hospital so that patients get quality health. As a result of patient dissatisfaction with hospital services, the image of the hospital will decline. There is a positive indirect effect between the quality of health services and the image of the hospital which is mediated by patient satisfaction [7]. Patient satisfaction is the level of a person's feelings after comparing the performance (or results) he feels compared to his expectations [8]. Patient satisfaction with pharmaceutical services is a subjective matter, which can be influenced by past patient experiences, education, current psychological situations, and also influenced by the environment. Patient satisfaction is a reflection of service at the pharmacy, the service in question is in the form of interaction of medical services, patients, or the overall health service system from administration, finance, and health workers. Satisfaction using pharmacy services is the attitude of consumers to determine the ultimate goal of purchasing a medicinal product. Patients must be satisfied with pharmaceutical services, because otherwise they will switch to another hospital, and of course this will cause harm to the hospital. The higher the quality of service, the higher the level of satisfaction received by patients [9]. A preliminary study in November 2020, based on the results of interviews with 50 patients who redeemed prescriptions at the Jayapura Hospital Outpatient Pharmacy, 10 patients said the waiting room was uncomfortable, 7 patients said the drug preparation time was long, 5 patients said the labeling was incomplete, 3 patients said the drug information was less clear and complete, 7 patients said the queue was long and long, 5 patients said the officers were not friendly, besides that there were 5 patients who said that the human resources (HR) of the pharmacy were lacking so that it affected services, and 8 patients said they were satisfied. Based on the description above, the authors are interested in conducting research with the title "Analysis of the Influence of Quality of Pharmaceutical Services on Patient Satisfaction at Outpatient Pharmacy in RSUD Jayapura, Papua Province". This study is only limited to patient satisfaction with the pharmaceutical services provided.

2. Materials and Methods

This type of research is descriptive analytic which aims to determine the influence between two or more variables [10]. This study used a cross sectional study design with data collection carried out simultaneously at one time [11]. This research was conducted at the Outpatient Pharmacy, Pharmacy Installation of the Jayapura Regional General Hospital, Papua Province from January 2021 to February 2021. The population in this study were patients who redeemed prescription drugs at the outpatient pharmacy of RSUD Jayapura, Papua Province. The average monthly patient visit is 1500 people based on the Data of the Jayapura Hospital Pharmacy Installation. The sample size was 306 people which is obtained by using the sample size formula for the cross

sectional study. Data were obtained using a questionnaire, and then analyzed using chi-square and binary logistic regression with a significant level of 5%.

3. Result and Discussion

3.1. Univariate Analysis

The univariate analysis is used to classify each variable of the sample. This study only shows the frequency and percentage of each variable. This can be found in Table 1, and Table 2:

a. *Frequency Distributions of Characteristics Respondent*

Table 1 shows the results of research conducted for 1 month, it was found that most of the respondents live in the city of Jayapura as many as 258 respondents (84.3%), female gender as many as 172 respondents (56.2%), aged <50 years as many as 233 respondents (76.1%), with low education as many as 225 respondents (73.5%), and those who work as many as 159 respondents (52.0%). Those who allow drugs in outpatient pharmacies are mostly preferred by third parties (doctors, families, companies / offices) as many as 265 respondents (86.6%), and most of the respondents' cost sources come from third parties (KPS, BPJS, Company / Office) as many as 302 respondents (98.7%).

Table 1: Distribution of Place of Domicile, Gender, Age, Education, Occupation, Advocates for Medicines, and Sources of Funds at Outpatient Pharmacy at RSUD Jayapura, Papua Province.

| No | Variable | Frequency (n) | Percentage (%) |
|-------|--------------------------|---------------|----------------|
| 1 | Place of domicile | | |
| | Jayapura City | 258 | 84.3 |
| | Outside of Jayapura City | 48 | 15.7 |
| 2 | Sex | | |
| | Male | 134 | 43.8 |
| | Female | 172 | 56.2 |
| 3 | Age | | |
| | ≤ 50 years old | 233 | 76.1 |
| | > 50 years old | 73 | 23.9 |
| 4 | Education | | |
| | Low | 225 | 73.5 |
| | High | 81 | 26.5 |
| 5 | Occupation | | |
| | Not work | 147 | 48.0 |
| | Work | 159 | 52.0 |
| 6 | Advocates for medicines | | |
| | Self | 41 | 13.4 |
| | Third party | 265 | 86.6 |
| 7 | Source of funds | | |
| | Self | 4 | 1.3 |
| | Third party | 302 | 98.7 |
| Total | | 306 | 100.0 |

Source: Primary Data, 2021

b. *Frequency Distribution of Service Quality Dimensions and patient satisfaction*

Table 2 shows the results of the research conducted, it was found that from a total of 306 respondents, there were 154 respondents (50.3%) who felt good and 152 respondents (49.7%) felt less good about the quality of service based on the tangible dimensions (physical facilities). In terms of service quality based on the dimension of reliability, there were 152 respondents (49.7%) who felt good and 154 respondents (50.3%) who felt less good. In terms of service quality based on the responsiveness dimension, there were 117 respondents (38.2%) who felt good and 189 respondents (61.8%) who felt less good. Regarding service quality based on the assurance dimension, there were 137 respondents (44.8%) who felt good and 169 respondents (55.2%) who felt less good. In terms of service quality based on the empathy dimension, there were 153 respondents (50.0%) who felt good and 153 respondents (50.0%) who felt less good at the outpatient pharmacy at RSUD Jayapura, Papua Province. On patient satisfaction, there were 150 respondents (49.0%) who were satisfied with the quality of service and 156 respondents (51.0%) were dissatisfied with the quality of service at the outpatient pharmacy at RSUD Jayapura, Papua Province.

Table 2: Distribution of Respondents Based on Dimensions of Service Quality and Patient Satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

| No | Variable | Frequency (n) | Percentage (%) |
|-------|----------------|---------------|----------------|
| 1 | Tangible | | |
| | Good | 154 | 50.3 |
| | Not good | 152 | 49.7 |
| 2 | Reliability | | |
| | Good | 152 | 49.7 |
| | Not good | 154 | 50.3 |
| 3 | Responsiveness | | |
| | Good | 117 | 38.2 |
| | Not good | 189 | 61.8 |
| 4 | Assurance | | |
| | Good | 137 | 44.8 |
| | Not good | 169 | 55.2 |
| 5 | Empathy | | |
| | Good | 153 | 50.0 |
| | Not good | 153 | 50.0 |
| 6 | Satisfaction | | |
| | Satisfied | 150 | 49.0 |
| | Not satisfied | 156 | 51.0 |
| Total | | 306 | 100.0 |

Source: Primary Data, 2021

3.2. Bivariate Analysis

Bivariate analysis was performed to determine the relationship between independent and dependent variables. In order to assess the association between the risk factors and the patients satisfaction, the chi-square test was used at a significant level of 5%.

a. The Influence of Place of Domicile on Patient Satisfaction

Table 3 shows the results of cross tabulation conducted between domicile and patient satisfaction. Out of the 258 respondents who live in the city of Jayapura, 123 respondents (47.7%) were satisfied and 135 respondents (52.3%) were dissatisfied. Meanwhile, of the 48 respondents who live outside the city of Jayapura, 27 respondents (56.3%) were satisfied and 21 respondents (43.8%) were dissatisfied. Based on the results of the Chi Square test analysis, the results obtained with $p\text{-value} = 0.350 > 0.05$, which indicates that there is no influence between domicile and patient satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

Table 3: The Influence of Place of Domicile on Patient Satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

| Palce of domicile | Patients Satisfaction | | | | Total | |
|---------------------|-----------------------|------|---------------|------|-------|-----|
| | Satisfied | | Not satisfied | | n | % |
| | n | % | n | % | | |
| Jayapura City | 123 | 47.7 | 135 | 52.3 | 258 | 100 |
| Outside of Jayapura | 27 | 56.3 | 21 | 43.8 | 48 | 100 |
| Total | 150 | 49.0 | 156 | 51.0 | 306 | 100 |
| p-value = 0.350 | | | | | | |

Source: Primary Data, 2021

b. The Influence of Sex on Patient Satisfaction

Table 4 shows the results of cross tabulation between Gender and Patient Satisfaction. Out of the 134 male respondents, 63 respondents (47.0%) were satisfied and 71 respondents (53.0%) were dissatisfied. Of the 172 respondents who were female, 87 respondents (50.6%) were satisfied and 85 respondents (49.4%) were dissatisfied. Based on the results of the Chi Square test analysis, the results obtained with a $p\text{-value} = 0.614 > 0.05$, which indicates that there is no influence between gender and patient satisfaction at the Outpatient Pharmacy in RSUD Jayapura, Papua Province.

Table 4: The Influence of Sex on Patient Satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

| Sex | Patients Satisfaction | | | | Total | |
|-----------------|-----------------------|------|---------------|------|-------|-----|
| | Satisfied | | Not satisfied | | n | % |
| | n | % | n | % | | |
| Male | 63 | 47.0 | 71 | 53.0 | 134 | 100 |
| Female | 87 | 50.6 | 85 | 49.4 | 172 | 100 |
| Total | 150 | 49.0 | 156 | 51.0 | 306 | 100 |
| p-value = 0.614 | | | | | | |

Source: Primary Data, 2021

c. The Influence of Age on Patient Satisfaction

Table 5 shows the results of the cross tabulation between Age and Patient Satisfaction. Out of the 233 respondents aged ≤ 50 years, 113 respondents (48.5%) were satisfied and 120 respondents (51.5%) were dissatisfied. While from 73 respondents aged > 50 years, 37 respondents (50.7%) were satisfied and 36 respondents (49.3%) were dissatisfied. Based on the results of the Chi Square test analysis, the results obtained with a p-value = 0.848 > 0.05 , which indicates that there is no influence between age and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.

Table 5: The Influence of Age on Patient Satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

| Age | Patients Satisfaction | | | | Total | |
|---------------------|-----------------------|------|---------------|------|-------|-----|
| | Satisfied | | Not satisfied | | n | % |
| | n | % | n | % | | |
| ≤ 50 years old | 113 | 48.5 | 120 | 51.5 | 233 | 100 |
| > 50 years old | 37 | 50.7 | 36 | 49.3 | 73 | 100 |
| Total | 150 | 49.0 | 156 | 51.0 | 306 | 100 |
| p-value = 0.848 | | | | | | |

Source: Primary Data, 2021

d. The Influence of Education on Patient Satisfaction

Table 6 shows the results of cross tabulation between Education and Patient Satisfaction. Out of the 225 respondents with low education, 108 respondents (48.0%) were satisfied and 117 respondents (52.0%) were dissatisfied. Meanwhile, out of the 81 respondents with higher education, 42 respondents (51.9%) were satisfied and 39 respondents (48.1%) were dissatisfied. Based on the results of the Chi Square test analysis, the results obtained with a p-value = 0.642 > 0.05 , which indicates that there is no effect between education and patient satisfaction at the outpatient pharmacy of the Jayapura Regional Hospital, Papua Province.

Table 6: The Influence of Education on Patient Satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

| Education | Patients Satisfaction | | | | Total | |
|-----------------|-----------------------|------|---------------|------|-------|-----|
| | Satisfied | | Not satisfied | | n | % |
| | n | % | n | % | | |
| Low | 108 | 48.0 | 117 | 52.0 | 225 | 100 |
| High | 42 | 51.9 | 39 | 48.1 | 81 | 100 |
| Total | 150 | 49.0 | 156 | 51.0 | 306 | 100 |
| p-value = 0.642 | | | | | | |

Source: Primary Data, 2021

e. The Influence of Occupation on Patient Satisfaction

Table 7 shows the results of the cross tabulation between work and patient satisfaction. Out of the 147 respondents who did not work, 67 respondents (45.6%) were satisfied and 80 respondents (54.4%) were dissatisfied. Of the 159 respondents who worked, 83 respondents (52.2%) were satisfied and 76 respondents (47.8%) were dissatisfied. Based on the results of the Chi Square test analysis, the results obtained with a p-value = 0.297 > 0.05, which indicates that there is no influence between occupation and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.

Table 7: The Influence of Occupation on Patient Satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

| Occupation | Patients Satisfaction | | | | Total | |
|-----------------|-----------------------|------|---------------|------|-------|-----|
| | Satisfied | | Not satisfied | | | |
| | n | % | n | % | n | % |
| Not work | 67 | 45.6 | 80 | 54.4 | 147 | 100 |
| Work | 83 | 52.2 | 76 | 47.8 | 159 | 100 |
| Total | 150 | 49.0 | 156 | 51.0 | 306 | 100 |
| p-value = 0.297 | | | | | | |

Source: Primary Data, 2021

f. The Influence of Advocates of Redeeming Prescription Drugs on Patient Satisfaction

Table 8 shows the results of cross tabulation conducted between the advocates to redeem the drug prescription with patient satisfaction. Out of the 41 respondents who redeemed the drug prescription on their own initiative, 27 respondents (65.9%) felt satisfied and 14 respondents (34.1%) were dissatisfied, whereas from 265 respondents who redeemed prescription drugs by recommending a third party, 123 respondents (46.6%) were satisfied and 142 respondents (53.6%) were dissatisfied. Based on the results of the Chi Square test analysis, the results obtained with a p-value = 0.032 < 0.05, which indicates that there is a significant effect between proponents of redeeming drug prescriptions and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.

Table 8: The Influence of Advocates of Redeeming Prescription Drugs on Patient Satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

| Advocates of Redeeming Prescription Drugs | Patients Satisfaction | | | | Total | |
|---|-----------------------|------|---------------|------|-------|-----|
| | Satisfied | | Not satisfied | | | |
| | n | % | n | % | n | % |
| Self | 27 | 65.9 | 14 | 34.1 | 41 | 100 |
| Third party | 123 | 46.4 | 142 | 53.6 | 265 | 100 |
| Total | 150 | 49.0 | 156 | 51.0 | 306 | 100 |
| p-value = 0.032 | | | | | | |

Source: Primary Data, 2021

g. The Influence of Source of Fund on Patient Satisfaction

Table 9 shows the results of the cross tabulation between the source of the fund and the patient's satisfaction. Out of the 4 respondents who paid the costs themselves, 4 respondents (100%) were satisfied and 0 respondents (0%) were dissatisfied, while from 302 respondents whose source of funds was borne by a third party, 146 respondents (48.3%) were satisfied and 156 respondents (51.7%) were dissatisfied. Based on the results of the Chi Square test analysis, the results obtained with a p-value = 0.121 > 0.05, which indicates that there is no influence between the source of costs and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.

Table 9: The Influence of Source of Fund on Patient Satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

| Source of Fund | Patients Satisfaction | | | | Total | |
|-----------------|-----------------------|-------|---------------|------|-------|-----|
| | Satisfied | | Not satisfied | | | |
| | n | % | n | % | n | % |
| Self | 4 | 100.0 | 0 | 0.0 | 4 | 100 |
| Third party | 146 | 48.3 | 156 | 51.7 | 302 | 100 |
| Total | 150 | 49.0 | 156 | 51.0 | 306 | 100 |
| p-value = 0.121 | | | | | | |

Source: Primary Data, 2021

h. The Influence of Tangible on Patient Satisfaction.

Table 10 shows the results of cross tabulation between physical facilities (tangible) and patient satisfaction. Out of 154 respondents who felt good physical facilities, 110 respondents (71.4%) felt satisfied, and 44 respondents (28.6%) were dissatisfied. Meanwhile, of the 152 respondents who felt that the physical facilities were not good, 40 respondents (26.3%) felt satisfied and 112 respondents (73.7%) were dissatisfied. Based on the results of the Chi Square test analysis, the results obtained with p-value = 0.000 < 0.05, which indicates that there is a significant effect of physical facilities (Tangible) on patient satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

Table 10: The Influence of Tangible on Patient Satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

| Tangible | Patients Satisfaction | | | | Total | |
|------------------------|-----------------------|------|---------------|------|-------|-----|
| | Satisfied | | Not satisfied | | | |
| | n | % | n | % | n | % |
| Good | 110 | 71.4 | 44 | 28.6 | 154 | 100 |
| Not good | 40 | 26.3 | 112 | 73.7 | 152 | 100 |
| Total | 150 | 49.0 | 156 | 51.0 | 306 | 100 |
| p-value = 0.000 < 0.05 | | | | | | |

Source: Primary Data, 2021

i. The Influence of Reliability on Patient Satisfaction

Table 11 shows the results of the cross tabulation between Reliability and Patient Satisfaction. Out of 152 respondents who felt good reliability, 110 respondents (72.4%) were satisfied and 42 respondents (27.6%) were dissatisfied. Meanwhile, of the 154 respondents who felt that the reliability was not good, 40 respondents (26.0%) felt satisfied and 114 respondents (74.0%) were dissatisfied. Based on the results of the Chi Square test analysis, the results obtained with a p-value = 0.000 < 0.05, which indicates that there is a significant effect of reliability on patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.

Table 11: The Influence of Reliability on Patient Satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

| Reliability | Patients Satisfaction | | | | Total | |
|------------------------|-----------------------|------|---------------|------|-------|-----|
| | Satisfied | | Not satisfied | | | |
| | n | % | n | % | n | % |
| Good | 110 | 72.4 | 42 | 27.6 | 154 | 100 |
| Not good | 40 | 26.0 | 114 | 74.0 | 152 | 100 |
| Total | 150 | 49.0 | 156 | 51.0 | 306 | 100 |
| p-value = 0.000 < 0.05 | | | | | | |

Source: Primary Data, 2021

j. The Influence of Responsiveness on Patient Satisfaction

Table 12 shows the results of the cross tabulation between responsiveness and patient satisfaction. It was obtained that of the 117 respondents who felt good responsiveness, 83 respondents (70.9%) were satisfied and 34 respondents (29.1%) were dissatisfied. Meanwhile, of the 189 respondents who felt that the responsiveness was not good, there were 67 respondents (35.4%) who were satisfied and 122 respondents (64.6%) who were dissatisfied. Based on the results of the Chi Square test analysis, the results obtained with a p-value = 0.000 < 0.05, which indicates that there is a significant influence between responsiveness and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.

Table 12: The Influence of Responsiveness on Patient Satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

| Responsiveness | Patients Satisfaction | | | | Total | |
|------------------------|-----------------------|------|---------------|------|-------|-----|
| | Satisfied | | Not satisfied | | | |
| | n | % | n | % | n | % |
| Good | 83 | 70.9 | 34 | 29.1 | 117 | 100 |
| Not good | 67 | 35.4 | 122 | 64.6 | 189 | 100 |
| Total | 150 | 49.0 | 156 | 51.0 | 306 | 100 |
| p-value = 0.000 < 0.05 | | | | | | |

Source: Primary Data, 2021

k. The Influence of Assurance on Patient Satisfaction

Table 13 shows the results of cross tabulation between Assurance and Patient Satisfaction. Out of 137 respondents who felt good assurance, 106 respondents (77.4%) felt satisfied and 31 respondents (22.6%) were dissatisfied. Meanwhile, from 169 respondents who felt that the guarantee was not good, 44 respondents (26.0%) felt satisfied and 125 respondents (74.0%) were dissatisfied. Based on the results of the Chi Square test analysis, the results obtained with a p-value = 0.000 <0.05, which indicates that there is a significant effect between Assurance and patient satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

Table 13: The Influence of Assurance on Patient Satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

| Assurance | Patients Satisfaction | | | | Total | |
|------------------------|-----------------------|------|---------------|------|-------|-----|
| | Satisfied | | Not satisfied | | n | % |
| | n | % | n | % | | |
| Good | 106 | 77.4 | 31 | 22.6 | 137 | 100 |
| Not good | 44 | 26.0 | 125 | 74.0 | 169 | 100 |
| Total | 150 | 49.0 | 156 | 51.0 | 306 | 100 |
| p-value = 0.000 < 0.05 | | | | | | |

Source: Primary Data, 2021

1. The Influence of Empathy on Patient Satisfaction

Table 14 shows the results of the cross tabulation between empathy and patient satisfaction. Out of the 153 respondents who felt good empathy, 117 respondents (76.5%) felt satisfied and 36 respondents (23.5%) were dissatisfied. Meanwhile, of the 153 respondents who felt that empathy was not good, 33 respondents (21.6%) felt satisfied and 120 respondents (78.4%) were dissatisfied. Based on the results of the Chi Square test analysis, the results obtained with p-value = 0.000 <0.05, which indicates that there is a significant influence between empathy and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.

Table 14: The Influence of Empathy on Patient Satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

| Empathy | Patient Satisfaction | | | | Total | |
|------------------------|----------------------|------|---------------|------|-------|-----|
| | Satisfied | | Not satisfied | | n | % |
| | n | % | n | % | | |
| Good | 117 | 76.5 | 36 | 23.5 | 153 | 100 |
| Not good | 33 | 21.6 | 120 | 78.4 | 153 | 100 |
| Total | 150 | 49.0 | 156 | 51.0 | 306 | 100 |
| p-value = 0.000 < 0.05 | | | | | | |

Source: Primary Data, 2021

3.3. Multivariate Analysis

Multivariate analysis used in this study was multiple logistic regressions. This analysis is a mathematical model used to study the relationship between two or several independent variables and one dichotomous dependent

variable. This analysis was intended to determine the most dominant risk factors on Patient Satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province. The results of multivariate analysis can be found in Table 15.

Table 15: The result of Multiple Logistic Regression Analysis with Backward LR Method between Independent Variables on Patient Satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province (Last model).

| Covariate | B | p | OR | 95%CI | |
|------------------|----------|----------|-----------|--------------|-------|
| Tangible | 0.951 | 0.002 | 2.589 | 1.406 | 4.766 |
| Reliability | 0.879 | 0.007 | 2.408 | 1.265 | 4.584 |
| Assurance | 1.227 | 0.000 | 3.411 | 1.809 | 6.430 |
| Empathy | 1.235 | 0.000 | 3.439 | 1.759 | 6.726 |
| Constant | -2.126 | 0.000 | 0.119 | | |

Source: Primary Data, 2021

Based on table 15, the results of the Logistic Regression Analysis obtained constant value (B0) = -2,126. The p value of each independent variable is <0.05. This means that all variables Tangible, Reliability, Assurance, and Empathy have an influence on patient satisfaction. However, the results of the logistic regression equation cannot be directly interpreted from the coefficient values as in ordinary linear regression. Interpretation can be done by looking at the value $\text{Exp}(B) = \text{OR}$ or the exponential value of the coefficient of the regression equation formed. All variables have an $\text{Exp}(B) > 1$, it means that these variables are influencing factors and the 95% CI value of OR is more than 1 so that OR is significant. This means that Tangible, Reliability, Assurance, and Empathy have an influence on patient satisfaction. The most dominant factor is Empathy with the value of $\text{Exp}(B) = 3,439$ (95% CI: 1,759-6,726). This can be interpreted that patients who feel good empathy, have a tendency of 3,439 times higher to feel satisfied with pharmaceutical services compared to patients who feel less good empathy at the Outpatient Pharmacy in RSUD Jayapura, Papua Province.

4. Discussion

4.1. The Influence of Place of Domicile on Patient Satisfaction

Based on the results of the Chi Square test analysis, the results obtained with p-value = 0.350 > 0.05, which indicates that there is no influence between domicile and patient satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province.

4.2. The Influence of Sex on Patient Satisfaction

Based on the results of the Chi Square test analysis, the results obtained with a p-value = 0.614 > 0.05, which indicates that there is no influence between gender and patient satisfaction at the Outpatient Pharmacy in RSUD Jayapura, Papua Province. This is in line with the research of Dian Ayu Juwita and his colleagues (2019) on testing patient satisfaction with services at pharmacies, which was obtained $p > 0.05$, so there was no significant difference between gender and patient satisfaction [9].

4.3. The Influence of Age on Patient Satisfaction

Based on the results of the Chi Square test analysis, the results obtained with a p-value = $0.848 > 0.05$, which indicates that there is no influence between age and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province. These results are in line with the results of research by Tiana (2013) in Dian Ayu Juwita and his colleagues (2019), that age cannot be used as a benchmark for measuring patient satisfaction, because young patients may understand more and have more experience than older patients [9]. It can be said that the majority of patients who redeem prescriptions in pharmacy installations are dominated by patients of productive age.

4.4. The Influence of Education on Patient Satisfaction

Based on the results of the Chi Square test analysis, the results obtained with a p-value = $0.642 > 0.05$, which indicates that there is no effect between education and patient satisfaction at the outpatient pharmacy of the Jayapura Regional Hospital, Papua Province. This is consistent with research conducted by Biyanda (2017) that there is no significant relationship between education level and patient satisfaction level. In this study there was no effect because at low levels of education, they were more likely to pay attention to their health [12].

4.5. The Influence of Occupation on Patient Satisfaction

Based on the results of the Chi Square test analysis, the results obtained with a p-value = $0.297 > 0.05$, which indicates that there is no influence between work and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province. This is in line with the research of Dian Ayu Juwita and his colleagues (2019) that the variable of work is more dominated by housewives. Housewives have more free time compared to other types of work, and are supported by the psychological aspects of women who care more about health [9].

4.6. The Influence of Advocates of Redeeming Prescription Drugs on Patient Satisfaction

Based on the results of the Chi Square test analysis, the results obtained with a p-value = $0.032 < 0.05$, which indicates that there is a significant effect between proponents of redeeming drug prescriptions and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.

4.7. The Influence of Source of Fund on Patient Satisfaction

Based on the results of the Chi Square test analysis, the results obtained with p-value = $0.121 > 0.05$, which indicates that there is no influence between the source of funds and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province. This is in line with research by Lidya (2010) which states that there is no significant difference between sources of funds and level of satisfaction (there is no relationship between sources of funds and patient satisfaction) [3].

4.8. The Influence of Tangible on Patient Satisfaction

Based on the results of the Chi Square test analysis, the results obtained with $p\text{-value} = 0.000 < 0.05$, which indicates that there is a significant influence between Tangible and patient satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province. This is in line with research conducted by Suryati (2017), which shows that in the tangible dimension, most respondents were satisfied by 72.7% and those who were dissatisfied were 27.3%. [13]. The results of field observations that the researchers carried out also through the results of the suggestions contained in the questionnaire found that the waiting room for the pharmacy was comfortable but there were not enough chairs, there was only one counter for receiving and delivering drugs, waiting room facilities such as television were not available specifically for providing drug information through TV, there is no sound guide (microphone) to make calls, and some feel they are good enough because they are not too hot and others say they should get medicine immediately, if the facilities are good, some even say the facilities are very good than before. In connection with the Covid 19 pandemic case, the room used to distribute prescriptions (mix and pack drugs according to a doctor's prescription) with 1 counter between the prescription distribution room and the prescription reception room and drug delivery, was used as a place to receive prescriptions and deliver drugs, which originally differentiated into 2 counters in the front room. The patient's waiting chair is made spaced according to the government's appeal, the microphone at the time of observation is damaged and a new one has not been procured by the hospital management. There are already brochures placed between the pharmacy waiting room and the registration waiting room, as well as the TV, but there are still respondents who feel dissatisfied even though it has been explained by the researcher at the time of distributing the questionnaire accompanied by giving explanations to respondents. Suggestions that have become complaints from several respondents will be input for the Jayapura Regional Hospital to be further improved.

4.9. The Influence of Reliability on Patient Satisfaction

Based on the results of the Chi Square test analysis, the results obtained with a $p\text{-value} = 0.000 < 0.05$, which indicates that there is a significant influence between Reliability and patient satisfaction at the Outpatient Pharmacy in RSUD Jayapura, Papua Province. This shows that the better the service reliability provided, the better the service that is felt by the patient, so that the respondent can feel satisfied. Similar to Suryati's (2017) research that the reliability dimension in this study shows that most respondents are satisfied and one of the indicators of patient satisfaction is waiting time, long waiting times for medical and non-medical services in outpatient and inpatient service units that will reduce patient satisfaction [13]. The results of field observations that the researchers carried out also through the results of the suggestions contained in the questionnaire, found that there were several respondents who gave suggestions that all drugs could be available from the drugs prescribed by doctors at the polyclinic, the delivery of drugs to be regular and according to the queue number, and some who said so that officers provide clearer information. Some of the things that have become the complaints of a small number of respondents, because there are several factors that cause it, such as the absence of drugs, in connection with the Covid 19 pandemic, so a lot of funds have been diverted to deal with Covid patients first. Drug procurement in 2020, is only partially fulfilled. And in January, stocks of several types of drugs ran out, therefore, in some patients whose medicines were not fulfilled, all felt dissatisfied. Drug delivery has been carried out regularly, only specifically for patients with concocted drugs, the queue is skipped because the finished prescription for the drug has been completed. For some patients that have been described, there are some patients who do not want to understand it. In order to provide drug information with greater clarity, for

some patients who complained about it, actually it was also an obstacle, because of the limited time with so many patients, the explanation given by the officers was still felt by the patient. Therefore, a number of things that have been suggested by some patients, both those who are already good and not good, can be input and be improved for the better.

4.10. The Influence of Responsiveness on Patient Satisfaction

Based on the results of the Chi Square test analysis, the results obtained with a p-value = 0.000 <0.05, which indicates that there is a significant influence between responsiveness and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province. This shows that the better the responsiveness service (responsiveness) provided, the better the service felt by the patient, so that the respondent can feel satisfied. Likewise, according to Biyanda (2017), speed is very important in handling complaints. If the respondent's complaint is not immediately responded to, then a sense of dissatisfaction with the company will arise [12]. According to Tanan (2013), just in time service is one of the important factors that need to be considered in improving service quality [14]. Cahyono in Tanan (2013) revealed that very long service and long queues not only had an effect on patient dissatisfaction but also had an adverse effect on patient safety, which greatly affected the patient's clinical outcome, especially in patients who were in critical condition [14]. The results of field observations that the researchers carried out also through the results of the suggestions contained in the questionnaire, found that there were some patients who still complained about the service of finished drugs and concocted drugs, especially by patients of productive age, who had been given an explanation of the waiting time but still suggested to be even faster. A small proportion of patients still feel bad about the provision of IEC immediately because they rush into an obstacle or leave without a reason. However, most of the respondents were satisfied with the responsiveness service.

4.11. The Influence of Assurance on Patient Satisfaction

Based on the results of the Chi Square test analysis, the results obtained with a p-value = 0.000 <0.05, which indicates that there is a significant effect between Assurance and patient satisfaction at the Outpatient Pharmacy at RSUD Jayapura, Papua Province. This is as stated by Biyanda (2017) that the dimension of service assurance is a dimension of service quality in the form of assurance that includes the knowledge and skills of officers, politeness and friendliness of officers, the ability of officers to communicate, trustworthiness and security guarantees [12]. The results of field observations that the researchers carried out also through the results of the suggestions contained in the questionnaire, found that there were some patients who still complained about the appearance and knowledge of the officers, and the officers did not ask for telephone numbers and addresses if the patients received drugs under supervision. In this case, even though the researcher had explained, the patient still felt dissatisfied and said that all the drugs given had to be monitored, so the officer still had to ask for the patient's telephone number and address. However, this only happened to a few respondents, while most respondents were satisfied with the assurance service at the outpatient pharmacy of the Jayapura Hospital.

4.12. The Influence of Empathy on Patient Satisfaction

Based on the results of the Chi Square test analysis, the results obtained with a p-value = 0.000 <0.05, which indicates that there is a significant influence between empathy and patient satisfaction at the outpatient pharmacy of the Jayapura Regional Hospital, Papua Province. This shows that the better the empathy service is provided, the better the service will be felt by the patient, so that the respondent can feel satisfied. This is in line with the results of Rahmawati's (2019) study that in general, in this dimension of empathy, patients feel satisfied with the services provided such as caring for patient complaints without differentiating social status even though it often occurs when a large number of patients are seeking treatment so that pharmacy officers are more focused on service. recipe only [15]. The results of field observations that the researchers carried out also through the results of the suggestions contained in the questionnaire, found that there were some patients who still complained about the officers' empathy, there were some who gave comments through suggestions that different officers who provided services had different feelings of empathy.

4.13. The Multivariate Analysis

The results of various studies show that most patients tend to give a satisfied assessment of the services received, as found by Jenkinson and his colleagues (2002) in Like J. Mumu and his colleagues (2015) [16]. In this study also found the same trend, where the number of patients who gave a satisfied assessment tended to be greater than those who expressed dissatisfaction. Jenkinson and his colleagues stated that this trend is not an indication that all dimensions of quality have been successfully implemented [16]. This can be seen in other service businesses, where the level of satisfaction appears high but complaints from customers about specific dimensions of service still occur [17]. On the other hand, a low score should not be judged as a failure of a hospital. In a study comparing patient satisfaction in private and government hospitals, private hospitals were perceived to be of higher quality than government hospitals. Some patients choose to go to private hospitals with the perception that the hospital will provide a different quality of service from government hospitals, but this choice does not mean that they are satisfied with services in private hospitals. The main complaint against services in government hospitals in this study is the responsiveness and empathy associated with service delays and short consultation times. These deficiencies are the main reason for the lack of perceptions about the quality of service in government hospitals Al Khattab and his colleagues (2011) in Like J Mumu and his colleagues (2015) [16].

5. Conclusion

On the basis of the findings of the data analysis and the hypothesis testing, it can be concluded as follows:

1. There is no effect between domicile and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.
2. There is no influence between gender and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.
3. There is no influence between age and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.
4. There is no influence between education and patient satisfaction at the outpatient pharmacy of RSUD

Jayapura, Papua Province.

5. There is no effect between work and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.
6. There is an influence between proponents of redeeming prescription drugs with patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.
7. There is no influence between the source of funds and patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.
8. There is an effect of tangibles on patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.
9. There is an effect of reliability on patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.
10. There is an effect of responsiveness on patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.
11. There is an effect of assurance on patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.
12. There is an empathy effect on patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province.
13. The dominant factor that most influences patient satisfaction at the outpatient pharmacy of RSUD Jayapura, Papua Province is Empathy.

6. Suggestion

1. For RSUD Jayapura, Papua Province.: a) Improving the quality of service Physical facilities (Tangible) by adding seats, building 2 counters for receiving prescriptions and delivering drugs, holding a microphone to call the drug queue number, and installing a television in front of the pharmacy waiting room; b) Improve the service quality of the Ability (Reliability) and responsiveness service (responsiveness) by providing / including Pharmacy HR through training or workshops, so that the service is even better with newer knowledge and skills (update); c) Improve the quality of Assurance and Empathy services by providing rewards (awards) to human resources who provide the best quality assurance and empathy to the community; and d) Develop a strategy to increase customer satisfaction by handling complaints such as making suggestion boxes, hotline service (SMS) for patient complaints at the outpatient installation of RSUD Jayapura.
2. For Pharmacists and Pharmaceutical Technical Workers at Jayapura Regional Hospital. Increase knowledge about drugs and continue to provide good pharmaceutical services, in accordance with the standards of pharmaceutical services in hospitals in Permenkes No. 58 of 2014.
3. For the next researcher: Can add insight to continue further research.

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