

Patient Satisfaction with Pharmaceutical Service Quality at Batujai Community Health Center

M Wahyu Saputra Subani¹⁾, Deden Eka Bimmaharyanto²⁾, Depi Yuliana³⁾

wahyusaputra9819@gmail.com: [1]

¹²³⁾ Pharmacy Department, University of Qamarul Huda Badaruddin Bagu, Indonesia

ABSTRACT

Pharmaceutical services at community health centers are integrated activities aimed at assisting patients and the community in the proper and safe use of medicines. These services are not limited to drug management but also include the provision of information, counseling, and effective communication between pharmaceutical personnel and patients. This study aims to determine the level of patient satisfaction with the quality of pharmaceutical services at Puskesmas Batujai. The method used in this research was a quantitative analysis with a cross-sectional approach, utilizing questionnaires distributed to 90 respondents. Data analysis was conducted through univariate and bivariate analyses using SPSS 2025. The results showed that the majority of patients assessed the quality of pharmaceutical services as very good (68.9%) and expressed being very satisfied with the services provided (72.2%). Based on the chi-square test, a value of ($P = 0.000$) was obtained, indicating a significant relationship between the quality of pharmaceutical services and patient satisfaction. These findings affirm that high-quality pharmaceutical services can enhance patient satisfaction and trust in healthcare facilities.

Keywords: Pharmaceutical services, patient satisfaction, service quality, Puskesmas Batujai, cross-sectional

1. BACKGROUND

Pharmaceutical services have evolved from a product-oriented approach to a patient-centered paradigm emphasizing pharmaceutical care. This transition aims to optimize therapeutic outcomes and enhance patients' quality of life [1]. In Indonesia, regulations mandate that community health centers (Puskesmas) provide comprehensive pharmaceutical services, including drug management and clinical pharmacy practices, which are critical to improving healthcare quality [4].

Patient satisfaction is a key measure of healthcare service quality. It reflects how well services meet or exceed patient expectations and directly influences treatment adherence, trust, and continuity of care [5]. Dissatisfaction, on the other hand, can undermine confidence in health services and prompt patients to seek alternatives. Therefore, measuring satisfaction provides valuable insights for service improvement.

Prior studies in various Indonesian regions demonstrate that dimensions of service quality—tangibles, reliability, responsiveness, assurance, and empathy—significantly influence patient satisfaction [2],[3].

However, limited research has assessed pharmaceutical service satisfaction in Batujai. This study addresses that gap by analyzing patient satisfaction levels and their relationship with service quality, offering evidence for primary care improvement strategies.

2. RESEARCH METHODS

This study employed a quantitative cross-sectional design to assess patient satisfaction at a single point in time [6].

2.1 Participants and Sample

The population consisted of 915 outpatients at Puskesmas Batujai in March 2025. Using Slovin’s formula with a 1% margin of error, a sample of 90 respondents was determined. Inclusion criteria included patients aged ≥ 18 years, receiving prescriptions at the pharmacy, and being conscious and communicative. Exclusion criteria included critical condition patients or those unwilling to participate.

2.2 Instruments

Data collection used a structured questionnaire with 21 items measuring service quality and 6 items measuring patient satisfaction, scored using a Likert scale. The questionnaire had been tested for validity and reliability in previous studies.

2.3 Data Collection

Respondents completed questionnaires during visits after providing informed consent. Ethical considerations included anonymity, confidentiality, and voluntary participation.

2.4 Data Analysis

Univariate analysis described service quality and satisfaction distributions, while chi-square tests assessed the relationship between variables. A significance level of $p < .05$ was applied.

3. RESULTS AND DISCUSSION

Service Quality found 68.9% rated pharmaceutical services as *very good*, 27.8% as *good enough*, and 3.3% as *poor*. Patient Satisfaction was 72.2% reported being *very satisfied*, 24.4% *satisfied*, and 3.3% *dissatisfied*. Chi-Square test results confirmed a significant association between service quality and patient satisfaction ($\chi^2 = 29.475$, $df = 4$, $p = .000$).

Table 1.
Distribution of Service Quality and Patient Satisfaction

Variable	Category	n	%
Service Quality	Very Good	62	68.9
	Quite Good	25	27.8
	Not Good	3	3.30
Patient Satisfaction	Very Satisfied	65	72.20
	Quite Satisfied	22	24.4
	Not Satisfied	3	3.30

Source: Primary data, 2025

These findings align with earlier research highlighting the strong link between service quality and satisfaction. [2] reported that empathy and assurance were significant predictors of satisfaction in Puskesmas Labuhan Lombok. Similarly, [3] found high satisfaction levels (90.9%) when service quality was prioritized in Narmada, Lombok.

The dominance of satisfaction at Batujai suggests effective pharmacy management and patient-centered care. However, dissatisfaction reported by a small proportion of respondents indicates areas needing improvement, such as reducing waiting times and enhancing staff friendliness. Addressing these factors can further optimize healthcare delivery and patient outcomes.

4. CONCLUSION

The study concludes that pharmaceutical services at Puskesmas Batujai were predominantly rated as very good, and most patients were highly satisfied. A significant relationship was found between service quality and satisfaction, confirming that better services lead to higher satisfaction. Strengthening service quality, especially in responsiveness and empathy, is essential for sustaining patient trust and improving primary healthcare outcomes.

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