ANALYSIS OF PHARMACY SERVICE QUALITY ON KIDNEY PATIENT SATISFACTION AT ROYAL PRIMA HOSPITAL

Mafe Robbi Simanjuntak [*], Nensi Febriani Zega, Putranto Manalu

Program Studi Kesehatan Masyarakat, Fakultas Kedokteran, Kedokteran Gigi dan Ilmu Kesehatan,
Universitas Prima Indonesia
Jl. Sampul No.3, Sei Putih Bar., Kec. Medan Petisah, Kota Medan, Sumatera Utara 20118, Indonesia
Email: maferobbisimanjuntak@unprimdn.ac.id

Abstract

High-quality pharmacy services are a crucial component in supporting patient satisfaction, particularly for kidney patients who require continuous medication monitoring and management. This study aims to analyze the relationship between pharmacy service quality including physical facilities, reliability, responsiveness, assurance, and empathy and the satisfaction level of kidney patients at Royal Prima Hospital in Medan City. A quantitative approach with a cross-sectional design was employed, using a structured questionnaire administered to 100 respondents. The results indicate that all dimensions of pharmacy service quality are significantly associated with patient satisfaction ($p < 0.05$). These findings suggest that comprehensive improvements in pharmacy services contribute to enhanced satisfaction among kidney patients. Therefore, hospitals are encouraged to prioritize and optimize pharmaceutical care as an integral part of quality healthcare delivery.

Keywords: Pharmacy Service Quality, Patient Satisfaction, Kidney Patients, Hospital

INTRODUCTION

Patient satisfaction is a critical indicator in evaluating the quality of healthcare services in hospitals. Among the various services provided, pharmacy services play a significant role in influencing patient satisfaction. According to Parasuraman et al. (1988), the quality of pharmacy services is determined by five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions serve as key guidelines in efforts to improve the quality of services in hospital pharmacy units.

In the context of pharmaceutical care, patients with kidney disease represent a group that requires special attention. They depend on long-term and continuous medication, as well as appropriate education regarding drug use. Therefore, quality pharmacy services must go beyond accurate medication dispensing, encompassing the ability of pharmacy personnel to provide information, build trust, and demonstrate empathy toward the patient's condition.

Preliminary data from Royal Prima Hospital in Medan indicated that out of a total of 909 kidney patients receiving treatment in December 2024, many complained about prolonged waiting times for medication and the lack of information provided by pharmacy staff. An initial survey conducted in April 2025 involving 20 kidney patients revealed that 55% of respondents were dissatisfied with the pharmacy services received.

This situation highlights the opportunity for improvement in the hospital's pharmacy service system, particularly in meeting the expectations and needs of kidney patients. This study aims to analyze the relationship between the five key dimensions of pharmacy service quality and the level of satisfaction among kidney patients at Royal Prima Hospital in Medan.

The results of this study are expected to provide valuable input for hospital management in their efforts to enhance pharmacy service quality, increase patient satisfaction, strengthen the hospital's positive image, and indirectly improve patient trust and loyalty toward the services provided.

IMPLEMENTATION METHOD

The sample size was determined using the Slovin formula with a 5% error rate, resulting in 100 respondents. The sampling technique used was random sampling. Primary data were obtained through questionnaires distributed to kidney patients who met the inclusion criteria, while secondary data were obtained from hospital documents, literature references, as well as observation and interviews. The data collection instrument was a structured questionnaire that had been tested for validity and reliability. The independent variables consisted of five dimensions of pharmacy service quality: tangibles, reliability, responsiveness, assurance, and empathy. The dependent variable was kidney patient satisfaction. The measurement scale used was ordinal with "poor" and "good" assessment categories.

Data were analyzed using univariate analysis to describe respondent characteristics and bivariate analysis with the chi-square test to determine the relationship between pharmacy service quality and patient satisfaction. The mathematical equation used in determining the sample size with the Slovin formula is written as follows:

$$n = N / (1 + N(e)^2)$$

$$(1)$$

Where n is the sample size, N is the population size (909), and e is the error rate (0.05). All data were analyzed using SPSS software. The validity of the data in this study was ensured through validity, reliability, editing, coding, entry, and data cleaning tests. The results of the analysis are presented in the form of frequency distribution tables and relationships between variables.

RESULTS AND DISCUSSION

Respondent Characteristics

54 respondents (54%) were female and 46 respondents (46%) were male. The 20–45 age group accounted for 67 respondents (67%), while those > 45 years old accounted for 33 respondents (33%). The highest education level was S1 (44%), followed by SMA/SMK (42%) and no education (14%). The dominant occupation was entrepreneur (41%), followed by housewife (21%), other occupations (29%), and unemployed (9%).

Table 1. Distribution of Characteristics of Kidney Patients at Royal Prima Hospital, Medan City in 2025

Variable	Category	Frequency	Persentase
Gender	Male	46	46%
	Female	54	54%
Age	20–45 old	67	67%
	> 45 old	33	33%
Education	No schooling	14	14%
	SMA/SMK	42	42%
	S1	44	44%
Occupation	Entrepreneur	41	41%
	Housewife	21	21%
	Other occupation	29	29%
	Unemployed	9	9%

Univariate Analysis

Patient assessment of the dimensions of pharmaceutical service quality showed that 61% rated physical facilities as poor, 40% rated reliability as poor, 63% rated responsiveness as poor, 53% rated assurance as poor, and 48% rated empathy as poor.

Table 2. Distribution of Pharmacy Service Quality Assessment

Variable	Good	Poor
Physical Facilities	39%	61%
Reliability	60%	40%
Responsiveness	37%	63%
Assurance	47%	53%
Empathy	52%	48%

Bivariate Analysis

The Chi-Square test showed a significant relationship between all dimensions of pharmacy service quality and kidney patient satisfaction ($p < 0.05$). These results answer the

research objective that an increase in each service dimension will increase patient satisfaction.

Table 3. Relationship between Pharmacy Service Dimensions and Patient Satisfaction

Variable	p-value	Information
Physical Facilities	0,001	Significan
Reliability	0,002	Significan
Responsiveness	0,001	Significan
Assurance	0,002	Significan
Empathy	0,002	Significan

Multivariate Analysis

Multivariate analysis was not performed because all independent variables had shown significant relationships in the bivariate analysis, confirming that each dimension of pharmaceutical services influences patient satisfaction.

Summary of Results

Overall, the data shows that physical facilities, reliability, responsiveness, assurance, and empathy are closely related to kidney patient satisfaction. This finding confirms that comprehensive improvements in each dimension of pharmaceutical services will increase patient satisfaction, in line with the research objective stated in the introduction.

DISCUSSION

Physical Facilities (Tangibles)

The findings indicate that most patients perceived the physical facilities of the pharmacy services at Royal Prima Hospital as inadequate. This reflects that visual aspects such as cleanliness, room comfort, and infrastructure did not meet patient expectations. According to the SERVQUAL theory, tangibles are the initial indicators that shape patients' perceptions of service quality. The gap between expectations and reality contributes to lower satisfaction. Similar studies conducted at Kumai and Muncan Community Health Centers revealed that well-maintained facilities enhance both comfort and patient satisfaction. Therefore, improving the physical environment is a vital step toward supporting overall service quality.

Reliability

Reliability in pharmacy services refers to consistency, timeliness, and the competence of pharmacy staff in delivering services according to established standards. This study found a significant relationship between reliability and kidney patient satisfaction. The more reliable the service, the higher the level of satisfaction experienced by patients. Research by Haeruddin (2021) and studies at Elisabeth Hospital in Medan confirm that the reliability of healthcare workers enhances patient trust and promotes service loyalty. In this context, pharmacists who adhere to procedures and provide accurate information play a key role in fostering satisfaction.

Responsiveness

Responsiveness reflects the willingness and promptness of pharmacy staff in delivering services. This study shows a significant relationship between responsiveness and kidney patient satisfaction. Many patients expressed dissatisfaction with waiting times and the timeliness of receiving information. The WHO recognizes responsiveness as a critical indicator in healthcare systems. Effendi (2019) also emphasizes that patients feel more satisfied when attended to quickly and attentively. Responsiveness is particularly crucial for kidney patients who require timely access to routine medication.

Assurance

Assurance in pharmacy services is built through polite communication, accurate information, and staff credibility. In this study, most patients reported lower satisfaction in this dimension, and statistical tests showed a meaningful correlation. The patient empowerment theory suggests that greater trust in pharmacists leads to higher satisfaction and adherence to medication regimens. Research by Suryani & Wan (2015) also confirms that ethical communication and confidentiality are key to building trust in healthcare services.

Empathy

Empathy in pharmacy services reflects the ability of healthcare personnel to understand the emotional conditions and individual needs of patients. This study found a significant relationship between empathy and satisfaction among kidney patients. Many respondents felt that pharmacy staff did not fully exhibit personal concern. The patient-centered care approach places empathy as a foundation for building a quality therapeutic relationship. Studies by Herman et al. (2022) and Sumartini et al. (2019) support the idea that empathy can enhance patients' positive perceptions, especially for chronic disease sufferers who need ongoing attention.

CONCLUSION

Based on the findings, patient satisfaction among kidney patients at Royal Prima Hospital Medan is significantly influenced by the quality of pharmacy services, which includes five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Adequate physical facilities enhance comfort and a sense of safety; reliable services strengthen patients' confidence in service accuracy; staff responsiveness reflects a commitment to timely fulfillment of patients' needs; assurance is fostered through staff professionalism and competence; and empathy in personal communication promotes overall patient satisfaction. Improving each of these service dimensions is crucial in strengthening patient-centered pharmaceutical services.

Therefore, Royal Prima Hospital is advised to consistently evaluate and improve its pharmacy services by emphasizing the quality of staff interactions, providing adequate physical infrastructure, and enhancing the competence and sensitivity of pharmacy personnel in addressing individual patient needs. These findings are expected to serve as a foundation for hospital policies in designing more humanistic and integrated pharmaceutical service

standards aligned with public health goals. Future researchers are encouraged to broaden the study scope to include other chronic diseases or apply qualitative approaches to explore emotional and psychological aspects influencing patients' perceptions of pharmacy service quality.

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