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PROFILE OF CUSTOMER SATISFACTION LEVEL WITH SELF-MEDICATION SERVICES AT PADANG GUCI 2 PHARMACY, BENGKULU CITY

Tika Hardini¹; Nadya Anggraini¹; Aina Fatkhil Haque¹

Al-Fatah Foundation DIII Pharmacy Study Program College of Health

tikahardini96@gmail.com

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Abstract:

Self-medication (swamedication) is effort to use or obtain drug without diagnosis , doctor's advice , prescription , supervision therapy or use drug For treat self Alone without consultation with health workers . Self-medication usually done to treat complaints about minor illnesses that people often experience, such as pain, dizziness, cough, fever, etc. If self-medication is done correctly, it can help improve the patient's health. However, on the other hand, if self-medication is done incorrectly, new diseases will arise. The aim of this research is to obtain information about the level of patient satisfaction regarding self-medication services at the Padang Guci 2 pharmacy, Bengkulu City .This research is descriptive research with a quantitative approach. Data and information were collected from respondents using a questionnaire. The sample obtained was 100 respondents. Data analysis used univariate analysis. The results of the research show that the level of patient satisfaction regarding pharmaceutical services in Padang Guci 2 is that in the reliability dimension, the average score was 97% with a statement of very satisfied, in the responsiveness dimension , the average score was 97% with the statement very satisfied, in the assurance dimension , the score was obtained. an average of 95% with very satisfied information, in the empathy dimension an average score of 95% was obtained with very satisfied information and in the tangible dimension an average value of 95% was obtained with very satisfied information. The average results of the 5 dimensions are 95.8% which shows that level satisfaction customers at the Padang Guci2 Pharmacy get results very satisfied.

Keywords: Self-medication, Pharmacy, Patient Satisfaction

1. Introduction

According to regulation government republic of indonesia no. 51 of the year 2009, states that pharmacy is means service pharmacy place done practice pharmacy by pharmacists. Pharmacy own role important for improving public health is a must capable give service pharmacy with good . Service pharmacy is something service direct and responsible answer to related patients with preparation pharmacy with meaning reach definite result _ for increase quality life patient (Hayaza, y, & T, 2013). Service pharmacy at the pharmacy arranged by government through standard pharmacy at the pharmacy . Standard pharmacy at the pharmacy covers various type good management health equipment , preparations pharmaceuticals , materials medical finished use and service pharmacy clinic . Service pharmacy shared into 2 ie service with recipe doctors and services without recipe doctor or can called service self-medication or treatment self alone (Menkes & RI, 2017)

In general self-medication or treatment myself , usually done for overcome complaints about illness frequent light _ experienced by society like for example disease pain , dizziness , cough , fever , diarrhea , worms , influenza, illness stomach ulcer , disease leather and others . There are several reasons consumer more choose do self-medication because they consider the disease he is suffering from is disease light (Nur & Aini, 2017). If you self-medicate done in a way right , then can help healing patient health . However preferably , if self-medication done with wrongly , then will arise diseases new . For know is service self-medication in a



pharmacy the good or no, then did it survey satisfaction customer solution yeah appropriate (Sudiby, A, & R, 2014)

Satisfaction customer is one of factor most importantly in improve the company. Satisfied customer with service something service or goods is important asset because if customer satisfied, they are will keep going use service his choice . On the other hand, if customer no satisfied , yes how many response behavior main to dissatisfaction service (ainiyah & n, 2018). Based on the description above, researchers are very interested in conducting research related to the level of customer satisfaction with self-medication services at the Padang Guci pharmacy, Bengkulu city.

2. Research Methods

The research was conducted at the Padang Guci 2 pharmacy, Bengkulu City in January 2023. Research This is type study descriptive with approach follow the work steps study quantitative i.e. with do observation straight away, do it questionnaire, as well documentation. Population from study This is all patient self - medication come to Padang Guci pharmacy 2. Sample size totaling 100 respondents. Variables studied is satisfaction patient self-medication with sub variables namely reliability, responsiveness , assurance, empathy and proof direct . Data collection with method questionnaire. Data analysis uses descriptive analysis through formula slovin outlined _ in percentage For give description general. With use formula Slovin:

$$n = \frac{N}{1+N(e)^2} \quad (1)$$

Where:

n = size sample / quantity respondents

N = Size population

e = Percentage leeway accuracy retrieval error still sample _ can be tolerated ; e= 0.05

3. Research Result

Study This implemented at Padang Guci 2 Pharmacy , Bengkulu City in January 2023. Data obtained with Use the list of questions provided arranged in form questionnaire and distributed to patient adequate self - medication criteria inclusion. The results obtained in study this is as following:

Table 1. Characteristics Respondent By Gender

No	Gender _	Amount	Percentage
1	Man	33	33%
2	Woman	67	67%
Total		100	100%

Table 2. Characteristics Respondent Based on Age

NO	Age	Amount	Percentage
1	17-25	11	11%
2	25 -35	43	43%
3	35 -45	25	25%
4	45 -55	15	15%
5	55 -65	4	4%
6	65>	2	2%
Amount		100	100%

Table 3. Characteristics Respondent Based on Work

NO	Work	Amount	Percentage
1	Civil servants/Polri/TNI	26	26%
2	Student / Students	12	12%
3	Private employees	35	35%
4	Self-employed	24	27%
5	Household	3	4%
Amount		100	100%

From the data above can withdraw conclusion most respondents manifold sex woman as many as 67 people (67%) and for age mostly _ respondents aged 25-35 years as many as 43 people (43%), while employment status part respondents work as employee private as many as 35 people (35%).

Table 4. Dimensions Reliability

NO	Score	Percentage (%)	Category
1	488	98	Very satisfied
2	481	96	Very satisfied
3	478	96	Very satisfied
4	491	98	Very satisfied
5	485	97	Very satisfied
Average		97	Very satisfied

From data on can withdraw conclusion majority answer respondents were very satisfied with results percentage as much as 97%.

Table 5. Dimensions Empathy (Empathy)

NO	Score	Percentage (%)	Category
1	469	94	Very satisfied
2	483	97	Very satisfied
3	476	96	Very satisfied
4	473	95	Very satisfied
Average		95	Very satisfied

From the data above can concluded majority answer respondents were very satisfied with results percentage respondents as much as 95%.

Table 6. Dimensions Tangible (Tangible)

NO	Score	Percentage (%)	Category
1	483	97	Very satisfied
2	472	94	Very satisfied
3	467	93	Very satisfied
Average		95	Very satisfied

From data on can withdraw conclusion majority answer respondents were very satisfied with results percentage as much as 95%.

Table 7 . Dimensions Responsiveness (Responsiveness)

NO	Score	Percentage (%)	Category
1	46	99	Very satisfied
2	474	95	Very satisfied

3	495	98	Very satisfied
4	486	97	Very satisfied
Average		97	Very satisfied

From the data above can withdraw conclusion majority answer respondents were very satisfied with results percentage as much as 97%.

Table 8. Dimensions Guarantee (Assurance)

NO	Score	Percentage (%)	Category
1	464	93	Very satisfied
2	476	95	Very satisfied
3	481	96	Very satisfied
4	473	95	Very satisfied
5	468	94	Very satisfied
Average		95	Very satisfied

From the data above can withdraw conclusion majority answer respondents were very satisfied with results percentage as much as 95%.

Table 9. Average percentage of satisfaction level Based on 5 Dimensions To Service Self-medication at the Padang Guci 2 Pharmacy, Bengkulu City

No	Indicator	Average score	Average	Clarification
1	Reliability	2423	97%	Very satisfied
2	Empathy (<i>Empathy</i>)	1901	95%	Very satisfied
3	Tangible	1422	95%	Very satisfied
4	Responsiveness (<i>Responsivennes</i>)	1945	97%	Very satisfied
5	Guarantee (<i>Assurance</i>)	2377	95%	Very satisfied
Total Average		2013	95.8 %	Very satisfied

Based on results of 5 dimensions can obtained of 97 % for dimensions reliability, 95% for empathy dimension, 95% for dimensions tangible, 97% for dimensions responsiveness, 95% for dimensions guarantee.

4. DISCUSSION

4.1 Characteristics Respondent

Based on criteria respondents based on type gender at the Padang Guci 2 pharmacy , Bengkulu city in january 2023 shows that more dominant female respondents because appropriate respondents with kiteria inclusion tend more many women with percentage as much as 67% (67 people), compared with man with percentage as much as 33% (33 people). This result more show that sample with type female sex is more lots than men , from survey in the field seen that the patient did self-medication between men and women in number not enough more the same . However patient woman more many are willing fill in questionnaire than men. Based on opinion of Calamusa, et al (2011), knowledge somebody about self-medication women's medicine is more be careful in do treatment compared to men and will more choose consult moreover formerly to power pharmacy related with the medicine he uses .

Based on criteria respondents based on age at the Padang Guci 2 Pharmacy , Bengkulu City in January 2023 shows that majority respondents aged 25-35 years obtain highest percentage as much as 43% (43 people), this is one of the influencing factors somebody in take decision for do treatment alone . Someone aged enough for his age tend more rational so that treatment which is conducted more approach rules medical . This matter in accordance with Farkhan's opinion (2017) that the more enough age , level ability and maturity somebody will more good in think and accept information .

Based on criteria respondents based on status job at Padang Guci 2 Pharmacy , Bengkulu City in January 2023 show that majority working respondents as employee private obtain highest results with the percentage is



35% (35 people), while for households obtain as much as 3% (3 people). Work can influence community, where they hang out and get information addition about proper health services they get it (Anjaryani, 2014).

4.2 Level of Satisfaction Self-medication seen based on 5 Dimensions

In the first variable about reliability consists of 5 questions. Dimensions this aim for know is patient satisfied to service self-medication at the Padang Guci 2 Pharmacy , Bengkulu City about drug available with complete , given information name medicine , dosage , method use and method storage medicine , officer ask with clear condition patient is there is allergy drugs certain . Of the 100 respondents researched on dimensions reliability for the average respondent who stated very satisfied answer as much as 97%. According to Endang (2013), there are many the patient feels satisfied will service self-medication reflect that officer pharmacy has reliable in give service in health .

On dimensions second about responsiveness consists of 4 questions. Dimensions this aim for know is patient satisfied to service self-medication in Padang Guci Pharmacy 2 Bengkulu City about officer pharmacy quick response to complaint patient , staff with fast give information drug to patient , staff pharmacy answer with quick and precise grasp complaint patient . Of the 100 respondents studied on dimensions for the average respondent who stated that were very satisfied as much as 97%. Importance give clear information about disease to the patient will too influence satisfaction patient on health. This in accordance with opinion (Anjaryani , 2014) that satisfaction patient will achieved if obtained optimal results for patient in Health services with notice ability patient .

On dimensions third about guarantee consists of 5 questions . Dimensions this aim for know satisfaction patient to service giving information drug at the Padang Guci 2 pharmacy , Bengkulu city about officer pharmacy have good knowledge and skills in work , about completeness medicines and health equipment in pharmacies , information drug which are given accurate and capable insured answer , and the medicine given to patient in condition good .Of the 100 respondents studied on dimensions guarantee for the average respondent who stated very satisfied answer as much as 95%. Guarantee is ability in make consumer become trust and believe will services and information obtained . This matter in accordance with opinion Helni (2015) that decision is a determining factor faithfulness to pharmacy , customer of course must satisfied because if no satisfied consumer will leave the company.

On dimensions fourth about empathy consists of the 4 question items. Dimensions this aim for know is patient satisfied to service self-medication at the Padang Guci 2 pharmacy , Bengkulu city about officer pharmacy behave friendly as well as polite in giving information medicine , officer listen with good complaint patient , staff with like heart accept question patient . Of the 100 respondents studied on dimensions empathy for the average respondent who stated very satisfied answer as much as 95%. The more tall empathy provided so will the more level satisfaction patient empathy is concern company for give attention to customer , p this in accordance with opinion (Damayanti & Devi, 2017)

On dimensions fifth about tangible composed of 3 questions. Dimensions this aim for know is patient satisfied to service self-medication at the Padang Guci 2 Pharmacy, Bengkulu City cleanliness and to nand pharmacy , available his place comfortable sitting for consult , there is board name pharmacy and strategic location .Of the 100 respondents who have researched on dimensions tangible for the average respondent who stated very satisfied answer as much as 95%. Availability supporting and appropriate facilities need patients , strategic location as well as comfortable and clean environment make patient feel comfortable in accept service so need they fulfilled in the end give rise to satisfaction with patients .

Based on table 9, can concluded that level satisfaction patient self-medication at the Padang Guci 2 Pharmacy , Bengkulu City whole patient has feel very satisfied to services provided through dimensions reliability (97%), responsiveness (97%), empathy (95%), assurance (95%) and tangibility (95%). Average percentage rate satisfaction customer to service self-medication at the Padang Guci 2 Pharmacy ,Bengkulu City based on 5 dimensions satisfaction that is amounted to (95.8%).



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5. Conclusion

Based on research conducted at the Padang Guci 2 Pharmacy, Bengkulu City, it can be concluded that the level of customer satisfaction with self-medication services at the Padang Guci 2 Pharmacy, Bengkulu City is very satisfied (95.8%), including the reliability dimension is 97%, the empathy dimension is 95%, the tangible dimension is 95%, the responsiveness dimension is 97%, and the assurance dimension is 95%.

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