



Patient Satisfaction with Drug Information Services at X Cilegon Pharmacy in the Period June–July 2024

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Abstract: Satisfaction with using pharmacy services is the attitude of consumers in determining the final direction and goal in the process of understanding the correct use of medicines or purchasing a medicinal product, so that patient satisfaction using pharmacy services can be used as a benchmark to see how much satisfaction the patient has with the services provided. The aim of this research is to determine the level of patient satisfaction with drug information services at the X Cilegon Pharmacy in the period June – July 2024. This research uses a quantitative descriptive research design. Sampling technique Stratified Random Sampling and there were 141 respondents. The samples in this study were patients or families of patients who bought medicine without a doctor's prescription at the X Cilegon Pharmacy. Data collection was carried out by giving questionnaires to respondents. The data obtained from the questionnaire calculated the average percentage of satisfaction and categorized it. The research results show that patient satisfaction is based on the service quality dimension on the reliability dimension (reliability) 87% very satisfied category, responsiveness dimension (responsiveness) 88% very satisfied category, guarantee dimension (assurance) 90% very satisfied category, empathy dimension (empathy) 85% very satisfied category, and the physical evidence dimension (tangible) 81% of the category is very satisfied. The research results show that the average patient satisfaction value is 86% with the very satisfied category, which means that patients are very satisfied with the drug information services at the X Cilegon Pharmacy.

Keywords: Patient satisfaction, drug information services

INTRODUCTION

Drug Information Service is an activity carried out by pharmacists in providing impartial, critically evaluated, and evidence-based information regarding all aspects of drug use to other health professionals, patients, or the community. Drug information includes prescription drugs, over-the-counter medicines, and herbal products. The information covers dosage, dosage forms, special formulations, routes and methods of administration, pharmacokinetics, pharmacology, therapeutics and alternatives, efficacy, safety in pregnancy and breastfeeding, adverse effects, interactions, stability, availability, price, and the physical or chemical properties of drugs, among others (Permenkes No. 73 of 2016).

The implementation of drug information services is a pharmacist's obligation, based on the best interests of patients. One of the mandatory forms of drug information service provided by pharmacists is related to the use of medicines dispensed to patients and instructions on how to use them properly, safely, and rationally, either upon patient request or at the community's demand (Arief, 2008).

Service quality is one of the key factors in the utilization of healthcare services. The assessment of service quality is not limited to the physical recovery from illness, but also encompasses the attitude, knowledge, and skills of healthcare providers in delivering services, including communication, information delivery, courtesy, responsiveness, and the availability of adequate facilities and physical environments (Biyanda, 2017).

Patient satisfaction is one of the most commonly used indicators for measuring the quality of both goods and service products (Prabandari, 2017). Satisfaction with the use of healthcare services is strongly related to the outcomes of the care provided, both medically and non-medically, such as adherence to treatment, comprehension of medical information, and continuity of care. Satisfaction with pharmacy services reflects consumers' attitudes in determining the direction and ultimate goal of proper medication use or drug product purchases. Thus, patient satisfaction in utilizing pharmacy services can be used as a benchmark to measure how well patients perceive the quality of services provided (Hasyim, 2019).

Based on this description, the researcher is interested in conducting a study on the extent of customer satisfaction with the quality of non-prescription drug services at X Cilegon Pharmacy. It is expected that this research will provide input and benefits for the pharmacy in improving service quality to support healthcare delivery and to optimally perform its function and role for the well-being and interests of customers.

RESEARCH METHOD

Research Design

This study employed a quantitative descriptive design with the primary aim of providing an objective overview of patient satisfaction toward drug information services at X Cilegon Pharmacy. The choice of this approach was based on the nature of the research problem, which required systematic measurement of patient perceptions and experiences through structured instruments. Quantitative descriptive methods are particularly suitable

for evaluating service quality since they allow findings to be analyzed in numerical form and expressed in clear, measurable categories.

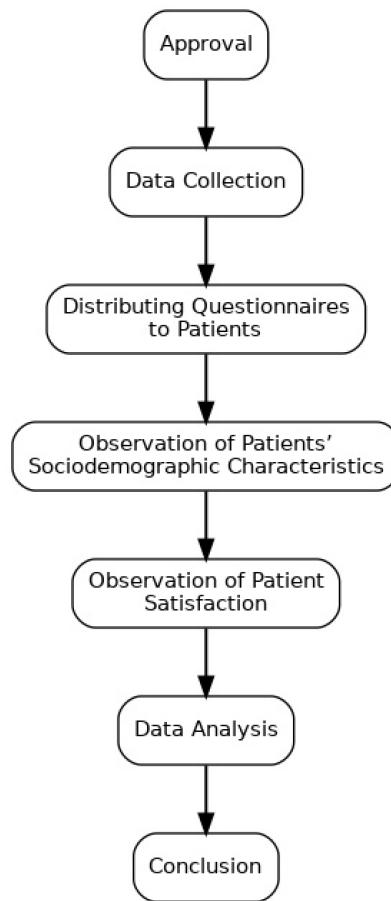


Figure 1. Research Framework

Setting and Period

The research was conducted at X Cilegon Pharmacy, Banten. The site was selected due to its relatively high number of non-prescription drug transactions, making it a relevant setting for examining drug information services. Data collection was carried out during the period of June to July 2024, covering stages from instrument preparation and data collection to data processing and reporting.

Sampling

Sampling was conducted using the accidental sampling technique, in which individuals who happened to be present during data collection and met the inclusion criteria were recruited as respondents. The inclusion criteria were: (1) patients or family members purchasing non-prescription drugs, (2) aged 17 years or older, (3) willing to participate by

completing the questionnaire and signing informed consent, and (4) able to communicate effectively. The exclusion criteria included: (1) patients who purchased prescription drugs, (2) individuals under 17 years of age, (3) unwilling to provide consent, and (4) those unable to communicate properly.

Research Instrument

Data were collected using a structured questionnaire consisting of two parts: (1) socio-demographic characteristics (age, gender, education, and occupation) and (2) items on patient satisfaction. The satisfaction scale was adapted from Anggitya (2019) and had been previously applied in similar studies.

The questionnaire underwent validity and reliability testing prior to full-scale data collection. The validity test results showed correlation coefficients (r values) ranging from 0.649 to 0.902, all exceeding the critical value (r table = 0.361), thus confirming item validity. The reliability test produced a Cronbach's Alpha coefficient of 0.917, which is well above the minimum threshold of 0.6, indicating excellent internal consistency.

Data Collection Procedure

Respondents were first provided with a clear explanation of the study's objectives. Those who agreed to participate signed an informed consent form before completing the questionnaire. The researcher remained available during the completion process to clarify questions and ensure consistency of responses.

Data Processing and Analysis

Collected data underwent several stages: editing (checking completeness of responses), coding (converting qualitative responses into numeric codes), data entry (input into statistical software), and data cleaning (verifying accuracy of entries).

Analysis was carried out using descriptive statistics, focusing on frequency distribution and percentage. Patient satisfaction scores were categorized into five levels:

1. 80–100% = Very satisfied
2. 60–79% = Satisfied
3. 40–59% = Moderately satisfied
4. 20–39% = Dissatisfied
5. 0–19% = Very dissatisfied

The results were presented in tables and percentage distributions to provide a comprehensive picture of patient satisfaction across each dimension of service.

Ethical Considerations

This study adhered to fundamental research ethics principles. Confidentiality was maintained by ensuring that respondent identities remained anonymous in the reporting process. Participation was strictly voluntary, and respondents had the right to withdraw at any stage without consequence. Informed consent was obtained before data collection, and all procedures respected the autonomy and privacy of participants.

RESULT AND DISCUSSION

Results

This study involved 141 respondents at X Cilegon Pharmacy, during June–July 2024. Respondents consisted of patients and family members purchasing non-prescription medicines. Data were collected using structured questionnaires covering sociodemographic characteristics and five dimensions of patient satisfaction.

Sociodemographic Characteristics of Respondents

Table 1. Sociodemographic Characteristics of Respondents

Characteristic Category		Frequency (n) Percentage (%)	
Gender	Male	63	45
	Female	78	55
Age	17–25 years	36	26
	26–35 years	38	27
	36–45 years	37	26
	46–55 years	24	17
	56–65 years	6	4
Occupation	Civil servant	7	5
	Private sector	73	52
	Entrepreneur	10	7
	Others (Housewife, Student)	51	36
Education	Elementary school	8	6
	Junior high school	13	9
	Senior high school	60	43
	Diploma/Bachelor	60	43

From this distribution, the majority of respondents were female (55%), aged 26–35 years (27%), worked in the private sector (52%), and had senior high school or higher education (86%).

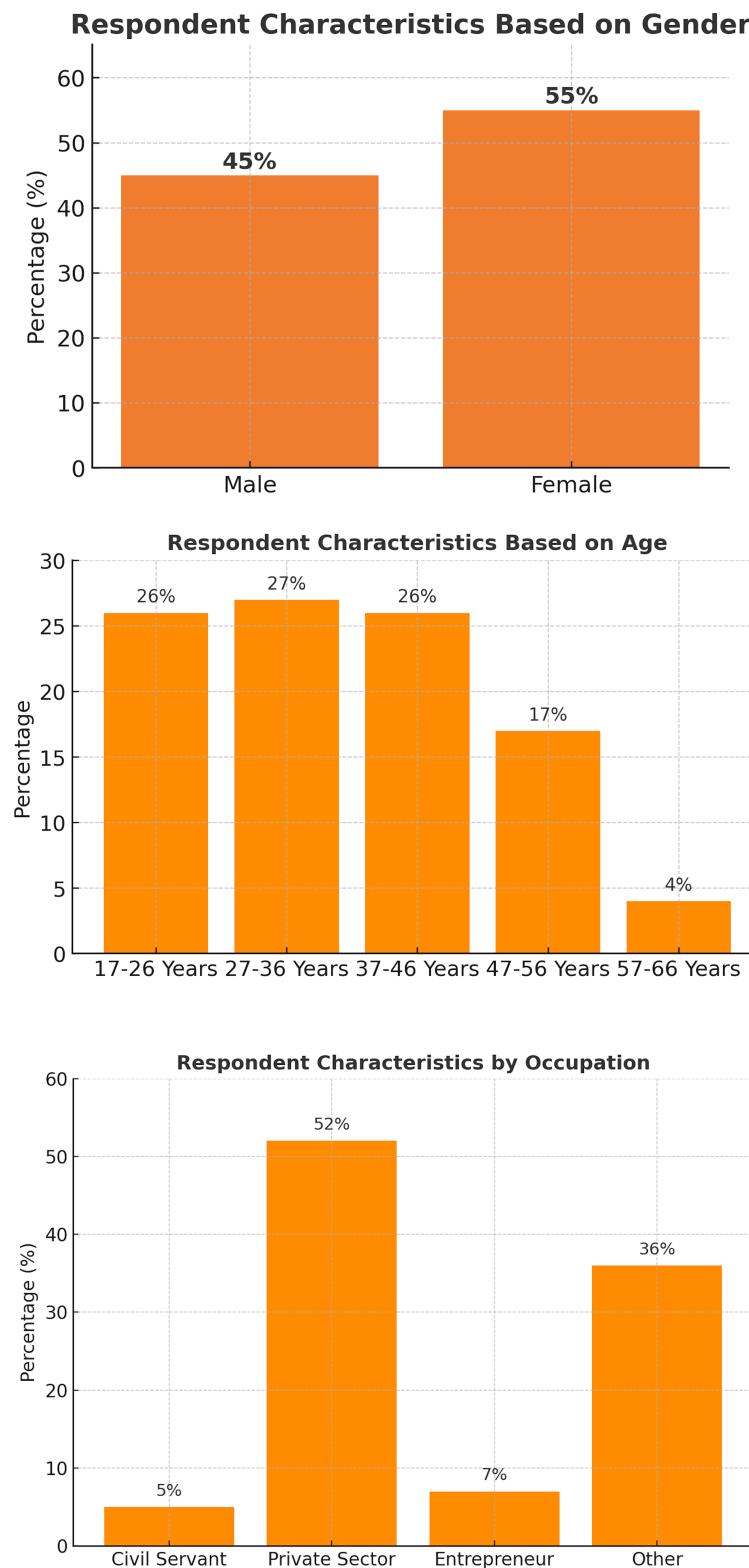


Figure 1. Distribution of respondents by gender, age, occupation, and education.

Patient Satisfaction with Drug Information Services

Patient satisfaction was evaluated across five dimensions. Table 2 shows the mean percentages for each dimension.

Table 2. Patient Satisfaction by Service Dimension

Dimension	Percentage (%)	Category
Reliability	87	Very satisfied
Responsiveness	88	Very satisfied
Assurance	90	Very satisfied
Empathy	85	Very satisfied
Tangibles	81	Very satisfied
Average	86	Very satisfied

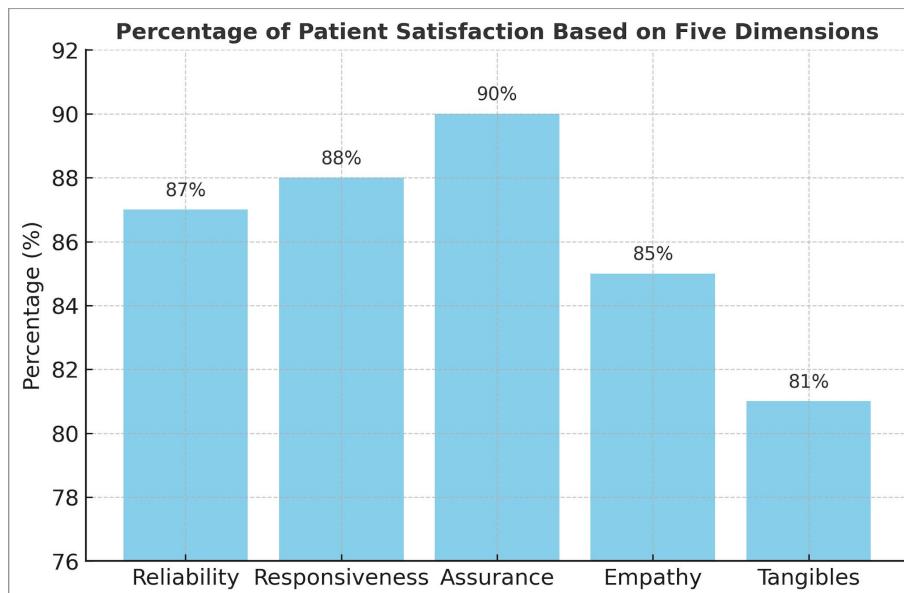


Figure 2. illustrates the percentage satisfaction across the five dimensions.

Overall, the results reveal an **average satisfaction rate of 86%**, indicating that patients were *very satisfied* with the drug information services at X Cilegon Pharmacy.

Discussion

The results confirm that X Cilegon Pharmacy delivered pharmaceutical information services with high levels of satisfaction, comparable to findings in similar settings across Indonesia.

1. Reliability (87%)

From 141 respondents, the average percentage obtained for the reliability dimension was 87%, categorized as very satisfied. These results indicate that pharmaceutical staff at the pharmacy have performed well in providing drug information services regarding drug names, usage instructions, and dosage. This finding is consistent with the Regulation of the Minister of Health of the Republic of Indonesia No. 73 of 2016 on Pharmaceutical Care Standards in Pharmacies, which emphasizes the assurance of drug availability and qualified human resources capable of delivering proper drug information services (Yumita, 2023). A similar result was reported by Destiyani (2021), who found that the reliability dimension achieved a score of 92.3%, also categorized as very satisfied. This suggests that the clarity of drug information delivery and the completeness of drug availability can significantly influence patient satisfaction levels (Destiyani, 2021).

2. Responsiveness (88%)

From 141 respondents, the average percentage obtained for the responsiveness dimension was 88%, categorized as very satisfied. The promptness in addressing patient complaints was highly appreciated. This supports the argument that pharmacist responsiveness directly impacts trust and patient adherence (Aida, 2023).

3. Assurance (90%)

From 141 respondents, the average percentage obtained for the assurance dimension was 90%, categorized as very satisfied. The highest-rated dimension reflects that pharmacists' knowledge, courtesy, and professionalism are critical in building confidence. Similar findings were reported by Nurapriani (2023), where assurance strongly influenced patient trust in pharmacy services.

4. Empathy (85%)

From 141 respondents, the average percentage obtained for the empathy dimension was 85%, categorized as very satisfied. Patients valued the pharmacists' ability to communicate effectively and provide personalized attention. This result is consistent with Akhmad (2019), who found that pharmacist empathy is essential in enhancing patient trust regardless of social status.

5. **Tangibles (81%)**

From 141 respondents, the average percentage obtained for the tangibles dimension was 81%, categorized as very satisfied. Although the lowest dimension, patients still rated tangibles highly, emphasizing the importance of a clean, orderly pharmacy and professional staff appearance. This is consistent with Lestari (2023), who demonstrated that facility cleanliness strongly correlates with patient satisfaction.

Implications

The findings highlight that assurance and responsiveness are the strongest contributors to patient satisfaction, while tangibles, though satisfactory, could benefit from additional investment in infrastructure and facility improvements. Moreover, the results underscore the multidimensional nature of patient satisfaction, where clinical competence must be complemented by interpersonal skills and environmental quality.

CONCLUSION

Based on the results of the research conducted at X Cilegon Pharmacy, it can be concluded that the level of patient satisfaction with drug information services at X Cilegon Pharmacy during the period of June – July 2024 is as follows:

1. The sociodemographic characteristics based on gender showed that the majority were female, with 78 respondents (55%). Based on age, the majority of respondents were patients or family members aged around 26–35 years (27%). In terms of occupation, most respondents worked in the private sector, totaling 73 respondents (52%). Based on education, the majority of respondents had a higher education background, with 60 respondents (43%).
2. The level of patient satisfaction with drug information services at X Cilegon Pharmacy, based on five dimensions, achieved an average score of 86%, categorized as very satisfied.

Suggestions

1. For the pharmacy management, it is recommended to maintain the factors that influence patient satisfaction and continuously improve the quality of services to ensure patients remain highly satisfied.

2. Further research can be conducted by adding variables in studies such as patient satisfaction and loyalty regarding drug information services at X Cilegon Pharmacy.

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