

LITERATURE REVIEW ON FACTORS AFFECTING PATIENT SATISFACTION WITH PHARMACY SERVICES IN INDONESIA

Septi Purnama Sari¹, Magfiroti Fitri²

^{1,2} Farmasi, Sekolah Tinggi Ilmu Kesehatan Sambas

Article History

Received : June 2025
Revised : June 2025
Accepted : July 2025
Published : July 2025

Corresponding author*:

Septi Purnama Sari

Contact:

septipurnamasari2324@gmail.com

Cite This Article:

Sari, S. P. ., & Fitri, M. (2025).
Literature Review On Factors
Affecting Patient Satisfaction With
Pharmacy Services In Indonesia.
Jurnal Ilmiah Multidisiplin, 4(04),
01–06.

DOI:

<https://doi.org/10.56127/jukim.v4i04.2136>

Abstract: *This study aims to analyze the factors influencing patient satisfaction with pharmacy services in Indonesia through a literature review. A total of 17 relevant articles were systematically reviewed to identify patterns of findings. The results indicate that patient satisfaction is influenced by comprehensive drug information, fast service waiting times, the attitude and communication skills of pharmacy staff, and service quality based on the SERVQUAL dimensions. Improving these factors is essential to achieving patient-oriented pharmaceutical services and supporting appropriate drug use and optimal therapeutic outcomes.*

Keywords: patient satisfaction, pharmacy services, SERVQUAL

INTRODUCTION

Health is a fundamental right of every individual and a shared responsibility among individuals, communities, and the government, as stipulated in Law No. 36 of 2009 concerning health. This law affirms that health aims to ensure every person's right to attain the highest possible state of well-being, encompassing physical, mental, and social aspects [1]. In order to enhance the health status of the population, the implementation of equitable, high-quality, and accessible health services is essential. One of the crucial components of healthcare services is pharmaceutical care, which plays a vital role in ensuring the rational use of drugs, patient safety, and therapeutic success.

Pharmaceutical services are not limited to the mere dispensing of medications, but also include drug information services and pharmaceutical counseling, aimed at enabling patients to understand the proper method of drug administration, recognize potential adverse drug reactions (ADRs), and understand proper drug storage practices. This is in line with the Regulation of the Minister of Health of the Republic of Indonesia No. 73 of 2016 concerning the Standards of Pharmaceutical Services in Community Pharmacies, which mandates that pharmacies must provide patient-oriented care, considering aspects such as service efficiency, staff friendliness, provision of drugs as prescribed, and comprehensive and clear information delivery to patients [2].

High-quality pharmaceutical services contribute significantly to improving patient satisfaction, which in turn enhances patient trust in healthcare professionals, improves medication adherence, and supports the clinical effectiveness of the treatment being undertaken [3]. Patient satisfaction serves as a key indicator in evaluating the quality of healthcare services and is a critical determinant in efforts to improve the standard of pharmaceutical services in pharmacies.

However, in practice, pharmaceutical services in many community pharmacies still encounter multiple challenges. Common issues in the field include patient complaints regarding long waiting times for medication dispensing, lack of professionalism and empathy from pharmacy staff, and insufficient drug-related information—such as instructions for use, dosage, duration of therapy, and possible side effects. These barriers may lead to non-adherence and reduce the therapeutic efficacy of the prescribed treatment.

To date, previous studies on pharmacy services have mostly utilized quantitative survey methods, yet few systematic literature reviews have comprehensively synthesized, analyzed, and mapped research findings related to patient satisfaction in pharmacies, particularly focusing on drug information provision and waiting times. In fact, literature studies are crucial for presenting a holistic overview of field issues, identifying trends in prior research, and outlining potential strategies for improving pharmaceutical services at the community pharmacy level. Therefore, this study is significant in identifying factors influencing patient satisfaction in pharmacy services as a foundation for enhancing the quality of pharmaceutical care in Indonesia.

RESEARCH METHOD

This study employs a literature review method, following the steps outlined by Snyder (2019), which emphasizes that a literature review is conducted by identifying, evaluating, and interpreting research relevant to a specific topic in order to answer the formulated research questions.

Articles were retrieved using Google Scholar with the keywords "patient satisfaction in pharmacy" and "pharmaceutical services". The inclusion criteria consisted of research articles discussing patient satisfaction in community pharmacy services, published between 2021 and 2025, available in full-text, and written in either Indonesian or English. Articles that were deemed irrelevant or not accessible in full-text form were excluded from the analysis.

The initial search yielded dozens of articles on similar topics. However, to maintain focus and ensure efficiency of analysis, the researcher limited the number of articles to 17—those deemed most relevant, representative, and inclusive of various aspects of pharmaceutical service factors. This limitation was imposed to avoid data duplication, prevent overlapping findings, and allow for a more in-depth analysis of key influencing factors. The selected articles were analyzed deductively to identify factors influencing patient satisfaction in pharmacy services. These factors were then mapped into a table to facilitate synthesis of findings and formulate recommendations for improving the quality of pharmaceutical services in Indonesia.

RESULT AND DISCUSSION

This study conducted a comprehensive search and review of several research articles related to patient satisfaction with pharmacy services in Indonesia. Based on the search results and the selection process using inclusion criteria and relevance to the research topic, a total of 17 articles were identified as relevant for in-depth analysis. These articles discuss various factors influencing patient satisfaction with pharmacy services, including aspects such as drug information provision, service waiting time, communication and attitude of pharmaceutical personnel, as well as service quality dimensions using the SERVQUAL model.

To facilitate analysis, the key findings from each reviewed article are presented in Table 1 below:

Table 1. Summary of Literature Review on Patient Satisfaction with Pharmacy Services

No	Researcher (Year)	Title	Method	Key Findings	Investigated Factors
1	[10]	Patient Satisfaction of BPJS at Kimia Farma Pharmacy	Quantitative	Highest satisfaction: reliability 95.8%; lowest: assurance 81.9%	SERVQUAL
2	[11]	The Influence of Pharmaceutical Services at	Quantitative	Pharmaceutical services significantly affect satisfaction	SERVQUAL

		Berkah Santosa Pharmacy			
3	[12]	Consumer Satisfaction at Puri Medika Pharmacy	Quantitative	Average satisfaction score 78.6% (satisfied)	SERVQUAL
4	[13]	Satisfaction with Over-the-Counter Drug Services	Quantitative	Average gap score of -0.05 indicates service mismatch	SERVQUAL
5	[14]	Emotional Intelligence and Service Satisfaction	Quantitative	Significant correlation between emotional intelligence and satisfaction	Emotional Intelligence
6	[15]	Service Quality and Patient Satisfaction	Quantitative	Assurance dimension had the highest satisfaction	SERVQUAL
7	[16]	Patient Satisfaction at Kimia Farma Pharmacy Magetan	Quantitative	Satisfaction in the "satisfied" category: 51.1%	SERVQUAL
8	[17]	Satisfaction with Drug Information at East Lombok Pharmacy	Quantitative	Average TCR (Total Customer Response) 73.3% (good category)	Drug Information
9	[18]	Patient Satisfaction at East Semarang Pharmacy	Quantitative	Assurance and empathy significantly affect satisfaction	SERVQUAL
10	[19]	Pharmaceutical Services Using SERVQUAL Model	Quantitative	Average satisfaction >75%	SERVQUAL
11	[20]	Satisfaction with Drug Information Services (PIO) at Pekanbaru Pharmacy	Quantitative	PIO satisfaction only 55%	Drug Information
12	[21]	Satisfaction with Drug Information	Quantitative	Largest negative gap in tangibles, positive in empathy	SERVQUAL, Drug Information
13	[22]	Satisfaction with Counseling, Information, and Education (CIE) at Simoboyo Pharmacy	Quantitative	Average satisfaction 76.25%	Drug Information, Education
14	[23]	Determinants of Consumer Satisfaction at Sukoharjo Pharmacy	Quantitative	Average satisfaction 82.5%	SERVQUAL
15	[24]	Patient	Quantitative	Average satisfaction	SERVQUAL

		Satisfaction at Empunala Pharmacy		76%–80%	
16	[25]	Influence of Drug Availability and Service Quality	Quantitative	Service quality affects satisfaction; drug availability not significant	Facilities, Service Quality
17	[26]	Patient Satisfaction at K-24 Pharmacy Surakarta	Quantitative	Average satisfaction 87.38% (very satisfied)	SERVQUAL

The table above provides a comprehensive overview of previous research findings related to the factors influencing patient satisfaction with pharmacy services in Indonesia. Through this mapping, emerging patterns of dominant factors can be identified—those that consistently appear across various studies—and serve as a basis for further analysis of the relationship between the quality of pharmaceutical services and patient satisfaction.

Discussion

Based on the review of 17 relevant articles, the findings indicate that patient satisfaction is one of the key indicators for assessing the quality of pharmaceutical services in community pharmacies. This aligns with the mandate of the Regulation of the Minister of Health No. 73 of 2016, which emphasizes patient-oriented pharmaceutical care. Patient satisfaction in pharmacy services does not solely depend on the receipt of medication but is also influenced by several factors such as the provision of adequate drug information, short service waiting times, professional and communicative behavior of pharmacy staff, and the implementation of measurable service quality using the SERVQUAL model (tangibles, reliability, responsiveness, assurance, and empathy). These findings serve as a basis for strengthening pharmaceutical practices to improve service quality in pharmacies.

Among these factors, the provision of drug information emerges as a critical determinant of patient satisfaction, consistently appearing across multiple studies. Providing comprehensive information regarding dosage, administration instructions, potential side effects, duration of use, and possible drug interactions enables patients to use medications safely and effectively. Studies by Alvina Nia Diani et al. (2024) and Rusnedy (2024) demonstrate that comprehensive drug information enhances patient trust in pharmaceutical personnel and encourages adherence to pharmacotherapy. This aligns with the principles of pharmaceutical care, in which pharmacists hold the responsibility of ensuring rational and safe medication use to achieve optimal therapeutic outcomes.

In addition, waiting time is another significant factor influencing patient satisfaction. Research by Aisyah et al. (2023) and Syifa et al. (2024) indicates that prolonged waiting times can reduce patient satisfaction, as patients may feel their time is being wasted and experience discomfort during the service process. Conversely, efficient and timely service contributes positively to patient satisfaction and can enhance patient loyalty to the pharmacy. Another important factor is the attitude and communication skills of pharmaceutical personnel. A friendly, polite demeanor and strong communication skills create a positive service experience for patients. This is supported by findings from Pristiyanoro et al. (2021) and Eva Karlina et al. (2024), which show that the SERVQUAL dimensions of reliability, assurance, and empathy—particularly friendly attitude and pharmacist communication competence—significantly contribute to increased trust and satisfaction among patients receiving pharmacy services. Applying the SERVQUAL model in measuring pharmaceutical service quality can assist pharmacists in identifying service components that need improvement to enhance overall patient satisfaction.

Furthermore, the application of the SERVQUAL model in evaluating pharmacy service quality shows that its five dimensions—tangibles, reliability, responsiveness, assurance, and empathy—provide a relevant framework for assessing pharmaceutical care. Studies by Amalia Ulfah et al. (2025) and Dede Dwi Nathalia & Fahrul Rozi (2022) reveal that reliability and assurance dimensions scored highest in patient satisfaction, while tangibles and responsiveness were identified as areas needing greater attention

for service improvement. The implementation of SERVQUAL enables pharmacies to identify service weaknesses and undertake targeted improvements.

Through this literature analysis, the research successfully addresses the research question regarding the factors influencing patient satisfaction in pharmacy services across Indonesia. The findings indicate that to improve patient satisfaction, pharmacies should prioritize:

1. Comprehensive drug information delivery,
2. Optimization of service waiting time,
3. Improved communication and attitude of pharmaceutical staff, and
4. Continuous service quality evaluation using the SERVQUAL model.

The study also confirms that patient satisfaction affects trust and loyalty, thereby reinforcing the pharmacist's role as an essential component in the healthcare delivery system and supporting optimal therapeutic outcomes.

This research contributes by systematically mapping the findings of studies over the past five years to identify key factors influencing patient satisfaction in pharmacy services—an area that has not been widely and comprehensively addressed in previous studies. It offers practical implications for pharmacists, pharmacy owners, and healthcare policymakers in developing strategies to improve the quality of pharmaceutical care in accordance with regulatory mandates and patient needs, ultimately promoting patient-centered pharmacy services and enhancing public health outcomes.

CONCLUSION

This study concludes that patient satisfaction with pharmacy services in Indonesia is influenced by several key factors, namely: the provision of comprehensive drug information, efficiency of service waiting time, the friendly and informative attitude and communication skills of pharmaceutical personnel, and the quality of service based on the SERVQUAL dimensions. Enhancing these aspects can enable pharmacies to deliver patient-centered pharmaceutical care, improve patient satisfaction and trust, and support the achievement of rational drug use and optimal therapeutic outcomes.

REFERENCES

- [1] Departemen Kesehatan Republik Indonesia. (2009). Undang-Undang Republik Indonesia Nomor 36 Tahun 2009 tentang Kesehatan. Retrieved from <https://sireka.pom.go.id/requirement/UU-36-2009-Kesehatan.pdf>
- [2] Kementerian Kesehatan Republik Indonesia. (2016). Peraturan Menteri Kesehatan Nomor 73 Tahun 2016 tentang Standar Pelayanan Kefarmasian di Apotek. Retrieved from <https://peraturan.bpk.go.id/Details/114626/permenkes-no-73-tahun-2016>
- [3] Firdana, N. (2024). Evaluasi pelayanan kefarmasian terhadap tingkat kepuasan dan waktu tunggu resep pasien BPJS dan non BPJS di Puskesmas Natai Pelingkau Pangkalan Bun 2024 (Undergraduate thesis). Retrieved from <https://repository.stikesbcm.ac.id/id/eprint/457>
- [4] Hepler, C. D., & Strand, L. M. (1990). Opportunities and responsibilities in pharmaceutical care. *American Journal of Hospital Pharmacy*, 47(3), 533–543.
- [5] Parasuraman, A. P., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- [6] Aisyah, S., Suhardiana, E., & Bachtiar, K. R. (2023). Analisis waktu tunggu pelayanan resep di Apotek Medika Farma Tasikmalaya. Retrieved from <http://openjournal.wdh.ac.id/index.php/Phrase/index>
- [7] Syifa, N., Sarjana, P. A. R. S., Banjar, K., & Sarjana, P. K. (2024). Pemberian informasi obat dan waktu tunggu pelayanan dengan tingkat kepuasan pasien di RSUD Ratu Zalecha Martapura. Retrieved from <http://jurnalstikesintanmartapura.com/index.php/jiha>
- [8] Imron, M., & Ananta, S. C. (2024). Strategi perbaikan kefarmasian pada pelayanan rawat jalan di Rumah Sakit Gambiran Kota Kediri. *Java Health Journal*, 11(1), 1–11.
- [9] Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- [10] Pristiyantoro, O., Dinar, D. K., Bhumi, F., & Jakarta, H. (2021). Tingkat kepuasan pasien BPJS terhadap pelayanan kefarmasian di Apotek Kimia Farma Akses UI Kota Depok.

- [11] Wardani, B. K., & Wahyuningsih, S. S. (2021). The effect of pharmaceutical services on satisfaction a patient at a pharmacy of Berkah Santosa Klaten.
- [12] Felia, L., Miyarso, C., & Intiyani, R. (2021). Overview of pharmaceutical services and customer satisfaction of Puri Medika Pharmacy.
- [13] Lestari, N. I., Dwi, P., Jaluari, C., & Makani, M. (2022). Analisa kepuasan konsumen terhadap kualitas pelayanan obat tanpa resep di Apotek NH Farma Kecamatan Arut Selatan.
- [14] Kusuma, F. A. L., Susanto, A., & Nurcahyo, H. (2022). Hubungan kecerdasan emosional dan daya tarik interpesona dengan kepuasan pelayanan obat di Apotek Goge Farma.
- [15] Nathalia, D. D., & Rozy, F. (2022). Pengaruh kualitas pelayanan kefarmasian terhadap kepuasan pasien di Apotek SM Bekasi Timur. *Jurnal Mitra Kesehatan*, 4(2), 121–129. <https://doi.org/10.47522/jmk.v4i2.141>
- [16] Setyono, Y. B., Sulistyawati, R., & Hartini, W. M. (2022). Tingkat kepuasan pasien dalam pelayanan kefarmasian di Apotek Kimia Farma Magetan tahun 2021. *Indonesian Journal on Medical Science*, 9(2). <https://doi.org/10.55181/ijms.v9i2.381>
- [17] Hartono, M. H., Oktresia, E. E., & Sovia, F. (2023). Gambaran tingkat kepuasan pasien terhadap pelayanan informasi obat di Apotek Wilayah Lombok Timur. *Sinteza*, 3(2), 74–79. <https://doi.org/10.29408/sinteza.v3i2.18969>
- [18] Sari, W. K., Advistasari, Y. D., & Prasetyaningrum, E. (2023). Pengaruh kualitas pelayanan terhadap kepuasan pasien di Apotek Wilayah Semarang Timur tahun 2022. *Jurnal Ilmu Kefarmasian*, 4(1).
- [19] Saputri, L. T., et al. (2023). Analisis tingkat kepuasan pasien terhadap pelayanan farmasi model SERVQUAL di Apotek X Kota Tangerang Selatan. Retrieved from <http://openjournal.wdh.ac.id/index.php/Phrase/index>
- [20] Rusnedy, R., Maulidya, A. I., & Shintia, A. A. (2024). Kepuasan pasien terhadap perilaku apoteker dalam pemberian informasi obat di Apotek X se-Kota Pekanbaru.
- [21] Karlina, E., Inandha, L. V., & Pudjiastuti. (2024). Analisis tingkat kepuasan pasien terhadap kualitas pemberian informasi obat di Apotek Yulia Farma Surakarta periode Juni-Juli tahun 2024. *An-Najat*, 2(3), 366–372. <https://doi.org/10.59841/an-najat.v2i3.1594>
- [22] Diani, A. N., Pambudi, R. S., & Ariastuti, R. (2024). Kepuasan pasien terhadap layanan KIE di Apotek Sirnobojo. *Demagogi: Journal of Social Sciences, Economics and Education*, 2(1), 1–11. <https://doi.org/10.61166/demagogi.v2i1.8>
- [23] Kusbandini, Y. C., Studi, P. D., Ilmu Kesehatan Nasional, S. T., & Studi, P. S. (2024). Determinan kepuasan konsumen terhadap layanan kefarmasian di Apotek Sukoharjo. Retrieved from <http://journal.stikeskendal.ac.id/index.php/PSKM>
- [24] Priyoherianto, A., Legowo, D. B., Fitriany, E., & Arif, M. R. (2024). Gambaran tingkat kepuasan pasien terhadap pelayanan kefarmasian di Apotek Empunala periode Maret–Mei 2023. *Jurnal Riset Kefarmasian Indonesia*, 6(1), 151–162.
- [25] Arifiani, L. N., Santi, M. D. S., & Yasa, G. T. (2025). Analisis pengaruh kelengkapan obat, fasilitas apotek, kualitas pelayanan kefarmasian terhadap kepuasan pasien Apotek K-24 Jajag. *Jurnal Kesehatan Pharmasi*, 7(1).
- [26] Ulfah, A., Pambudi, R. S., Khusna, K., Studi Farmasi, P., & Fakultas Sains Teknologi dan Kesehatan. (2025). Tingkat kepuasan pasien terhadap pelayanan kefarmasian di Apotek K-24 Kota Surakarta.