



Patient Satisfaction Level of Chronic Illness National Health Insurance to Pharmaceutical Services

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Abstract. One of the quality services is by examining the degree of a client or patient satisfaction. Attempting to raise the standard of service is absolutely necessary as determined by the degree of patient satisfaction. This study aimed to assess how satisfied chronic disease patients were with pharmaceutical services in pharmacies in Bandung City. This patient satisfaction analysis uses five dimensions: responsiveness, reliability, assurance, empathy, and tangible. The method used is descriptive quantitative by distributing questionnaires consisting of 19 questions to 134 National Health Insurance patients with chronic diseases who redeemed drugs at one of the pharmacies in Bandung. According to the servqual approach, overall, patients are quite satisfied with the services of national health insurance chronic disease patients at the Bandung Pharmacy, seen from the average index results obtained from each dimension: responsiveness, reliability, assurance, empathy, and tangible.

Keywords: Patient Satisfaction · Quality Of Pharmaceutical Services · National Health Insurance Patients · Servqual

1 Introduction

Pharmaceutical services have changed from initially concentrating mainly on managing medications (drug orientated) to establishing comprehensive services, including medication services and clinical pharmacy services, that seek to enhance patient quality of life (Permenkes 2016). The primary pharmaceutical services include prescription services, which provide and deliver drugs based on written requests from doctors in accordance with applicable laws and regulations and provide communication, information, and education (KIE) related to pharmaceutical work [1]. One way to identify quality services is by gauging how satisfied clients or patients are. Patient satisfaction must be an activity that cannot be isolated from the quality of health services since it is an essential and comprehensive component of activities to ensure the quality of health services. The degree of patient satisfaction must be the starting point for any efforts we make to improve the quality of our services [2].

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As a result of raising the caliber of healthcare services, it is crucial to assess patient satisfaction levels. Patient satisfaction can be measured in several ways, one of which is using the SERVQUAL (Service Quality) model. This model uses a comprehensive customer satisfaction assessment survey that prioritizes service aspects [3]. This patient satisfaction analysis was conducted based on five dimensions: responsiveness (responsiveness), reliability (reliability), assurance (guarantee), empathy (hospitality), and tangible (tangible) (Yulia et al., 2016) [4]. Research to investigate the caliber of the healthcare services delivered, the degree of patient satisfaction is measured. Whether or not it has met the community's expectations, thus a company that already has customers/consumers is required to raise service standards, particularly in the health industry (Nur Khayatun et al., 2017) [5]. Alturki and Khan (2013) [6] revealed that increasing One of the critical metrics for the effectiveness and accessibility of medical care is patient happiness. One of the implementations of health services, especially pharmaceuticals, is managed and organized by health insurance such as the Health Social Security Administering Body.

This study's objectives were to identify the characteristics of Health Social Security Administration patients with chronic illnesses and to gauge patient satisfaction with Health Social Security Administering Body for chronic diseases with pharmaceutical services, to determine the pharmaceutical services to patients with the Health Social Security Administering Body at one of the pharmacies in the city of Bandung.

1.1 Pharmaceutical Service Standards

Pharmaceutical services can be interpreted as an integral component of a healthcare system that prioritizes patient care by supplying cost-effective clinical pharmacy services to all societal strata (Pure Widyaningrum et al., 2012) [7]. Pharmaceutical services in Indonesia are divided and regulated into three domains, namely pharmaceutical services at hospitals, pharmaceutical services at health centers, and pharmaceutical services at pharmacies (Wahyudi, 2019) [8]. Pharmaceutical services in pharmacies are regulated in the Standard of Pharmaceutical Services in Pharmacies Regulation of the Republic of Indonesia's Minister of Health Number 73 of 2016. In the interest of patient safety, the regulation of pharmaceutical service standards in pharmacies strives to raise the standard of pharmaceutical services, provide legal security for pharmaceutical staff, and safeguard patients and the general public from inappropriate medication use (Latifah et al., 2016) [9].

1.2 Drug Information Service

Drug information to patients at least includes: how to use drugs, how to store drugs, duration of treatment, activities, and foods and drinks that must be avoided during therapy (Permenkes, 2016). Permanent procedures for drug information services: Providing drug information to patients based on prescriptions or patient treatment cards (medication records) or the patient's health condition both verbally and in writing, conducting a systematic literature search when needed to provide information, answering patient questions clearly and efficiently understood, unbiased, ethical, and wise both orally and in writing, displays brochures, leaflets, posters or health magazines for patient information, documents every drug information service activity.

1.3 Satisfaction

Satisfaction can be interpreted as a person's joy and relief experienced after using a product or service to obtain service. When a person compares his perception/impression of the performance (or results) of a product to his expectations, he will either feel satisfied or disappointed (Lusianti, 2017) [10]. The gap between health care organizations' performance and consumer expectations can be used to measure how satisfied health service users are (patients or community groups) (Mongkaren, 2013) [11]. Satisfied customers will share their tastes and experience with friends, family, and neighbors. This will be a good reference for health service providers (Rangkuti, 2018) [12]. Each service will have an impact on the willingness of consumers to visit the place where the service is carried out. If consumers are satisfied with the service received, they will definitely return to buy the products offered. Furthermore, they may bring more consumers to buy or use the service as they feel (Rangkuti, 2018). Based on Considering the definitions as mentioned above, it can be inferred that what is meant by contentment is a person's attitude toward the outcomes that satisfy his or her aspirations and objectives (Sondari and Raharjo, 2017).

1.4 Dimensions of Service Quality

The services that customers receive are evaluated for quality based on their prior experiences. Customers will understand that the company's services are of high quality if they receive a quality that is satisfactory to them. The Service Excellent method, created by Parasuraman, can be used to gauge how well the business provides quality services (Fandy Tjiptono, 2005). Understanding when reality and customer expectations are compared, the service may be said to be of good quality, and the customer will feel content. If the reality is that what is got exceeds what is desired, and vice versa, if the reality turns out to be less than what is expected, then the service is declared not of quality (Nina Rahmawati, 2010). Because of this, a measurement tool is required to ascertain whether or not the services offered by the organization are satisfactory. Afterward, dimensions for gauging consumer satisfaction were devised (Tjiptono, 2014). The following are the top five elements or determinants of service quality:

1. The capacity to deliver the promised services promptly, accurately, and adequately is referred to as reliability.
2. Ability to assist customers, also known as responsiveness, which includes the responsiveness of health workers in serving patients.
3. Assurance encompasses the staff members' skill, decency, and reliability, free from risk, danger, and uncertainty.
4. Empathy or attention, namely the nature and ability to give full attention, ease of contact, and good communication.
5. Tangibles or tangibles, namely the physical appearance of pharmacy staff and facilities, including cleanliness, neatness of the pharmacy, and the appearance of pharmacists who are clean, neat, and attractive.

The patient's assessment of performance and expectations based on these five dimensions will describe the patient's satisfaction with the Health Social Security Administration for chronic disease services at one of the pharmacies in Bandung. If the performance

appraisal falls short of expectations, the patient is labeled as unsatisfied; if it exceeds expectations, the patient is deemed extremely satisfied; if it is equal to expectations, the patient is labeled as content.

2 Methodology

This research is non-experimental research with a quantitative descriptive method in the form of questionnaires distributed to 134 patients with chronic disease health insurance providers who take drugs at one of the pharmacies in Bandung. Tested for validity and reliability. In this study, the validity of the instrument was tested on 30 respondents. The analysis was carried out with the help of a computer using SPSS 20. In the validity test where N (respondents) = 30, the significance level was 5%, and the r table was 0.361. In this study, the instrument reliability test was carried out on 30 respondents processed using the SPSS 20 application, which is part of the validity test, by looking at the Cronbach Alpha value, which is said to be reliable if Cronbach Alpha >0.70 . This study was measured based on a Likert scale seen from the average index results obtained from each dimension: responsiveness, reliability, assurance, empathy, and tangible.

3 Discussion

Based on the results of data analysis on the level of consumer satisfaction with pharmaceutical services at Pharmacy Bandung, it can be seen that the services provided are quite good. Most consumers are satisfied with the services provided; it can be seen in terms of the good quality of service and the neat appearance of the employees. This makes every consumer who buys drugs happy at first glance. One form of pharmaceutical service at Bandung pharmacy is the prescription service. The purpose of prescribing services is to ensure that the drugs.

that will be given to patients are correct administratively, pharmaceutically, and clinically so that pharmacists are required to always provide drug information properly and correctly to patients. By providing drug information to patients, drug-related problems can be avoided [13]. In carrying out prescription services, the services provided by the pharmacy must be of high quality, which aims to reduce the risk of medication errors or medication errors and provide a good perception of the pharmacy. The results of the five dimensions of patient satisfaction are shown in the following tables.

3.1 Respondents Response Regarding Reliability Dimension

The Reliability dimension has five statements. Using information from the distribution of questionnaire answers to 134 respondents regarding the Reliability Dimension, the information obtained in Table 1.

In the dimension of reliability, the highest value index is obtained in the fourth statement, namely regarding the packaging of drugs received in good condition, namely 84.78% with the category of very satisfied. Furthermore, the lowest index value in the fifth statement regarding the ease of BPJS drug redemption procedures is 74.03% in the satisfied category.

Table 1. Result of Reliability Dimension Calculation

No	Pelayanan Kefarmasian	Pelayanan yang dirasakan					Total	Skor	Rata Rata	Index (%)	Kategori
		STP	TP	CP	P	SP					
1	P1	0	0	29	85	20	134	527	3.933	78.66	Puas
2	P2	0	0	23	81	30	134	543	4.052	81.04	Sangat puas
3	P3	0	0	35	85	14	134	515	3.843	76.87	Puas
4	P4	0	0	10	82	42	134	568	4.239	84.78	Sangat Puas
5	P5	0	0	48	78	8	134	496	3.701	74.03	Puas
Jumlah Rata-Rata								2649	3.954	79.07	

Table 2. Calculation Results of Responsiveness Dimensions

No	Pelayanan Kefarmasian	Pelayanan yang dirasakan					Total	Skor	Rata Rata	Index (%)	Kategori
		STP	TP	CP	P	SP					
1	P6	0	0	45	75	14	134	505	3.769	75.37	Puas
2	P7	0	0	19	76	39	134	556	4.149	82.99	Sangat Puas
3	P8	0	0	44	76	14	134	506	3.776	75.52	Puas
Jumlah Rata-Rata								2649	3.954	79.07	

3.2 Respondents Response Regarding Responsiveness Dimension

The Responsiveness dimension has three statements. Based on information from the distribution of data, and questionnaire answers to 134 respondents regarding the Responsiveness Dimension, the information in Table 2 is obtained.

In the Responsiveness dimension, the highest value index is obtained in the seventh statement, namely regarding the pharmacy staff serving every patient's complaint quickly and accurately, which is 82.99% in the very satisfied category. Moreover, the lowest index value in the sixth statement regarding Officers responding quickly and responsively when serving patients is 75.37% in the satisfied category.

3.3 Respondents Response Regarding the Dimension of Assurance

The Guarantee dimension has four statements. According to information gleaned from the distribution of the answers to the questionnaire to 134 respondents regarding the Dimensions of Assurance, the information in Table 3 is obtained.

Table 3. Result of Calculation of Assurance Dimension

No	Pelayanan Kefarmasian	Pelayanan yang dirasakan					Total	Skor	Rata Rata	Index (%)	Kategori
		Jaminan	STP	TP	CP	P					
1	P9	0	0	17	103	14	134	533	3.978	79.55	Puas
2	P10	0	0	19	101	14	134	531	3.963	79.25	Puas
3	P11	0	0	14	94	26	134	548	4.090	81.79	Sangat Puas
4	P12	0	0	17	75	42	134	561	4.187	83.73	Sangat Puas
Jumlah Rata-Rata								2173	4.054	81.08	

In the dimension of assurance, the highest score index is obtained in the twelfth statement, namely regarding the time available for staff to respond to patient requests, which is 83.73% in the very satisfied category. Moreover, the lowest index value in the tenth statement regarding the number of drugs given exactly according to the prescription is 75.25% in the satisfied category.

3.4 Respondents' Responses Regarding the Empathy Dimension

The Empathy dimension has four statements. Based on information from the distribution of data, questionnaire answers to 134 respondents regarding the Empathy Dimension, the information obtained in Table 4.

In the Empathy dimension, the highest score index is obtained in the sixteenth statement, namely regarding communication between patients and officers in terms of file requirements for redeeming drugs from the Health Social Security Administering Body,

Table 4. Calculation Results of Empathy Dimensions

No	Pelayanan Kefarmasian	Pelayanan yang dirasakan					Total	Skor	Rata Rata	Index (%)	Kategori
		Empathy	STP	TP	CP	P					
1	P13	0	0	68	62	4	134	472	3.522	70.45	Puas
2	P14	0	0	70	60	4	134	470	3.507	70.15	Puas
3	P15	0	0	40	75	19	134	515	3.843	76.87	Puas
4	P16	0	0	2	40	92	134	626	4.672	93.43	Sangat Puas
Jumlah Rata-Rata								2083	3.886	77.72	

Table 5. Results of Calculation of Tangibles Dimensions

No	Pelayanan Kefarmasian	Pelayanan yang dirasakan					Total	Skor	Rata Rata	Index (%)	Kategori
		STP	TP	CP	P	SP					
1	P17	0	0	10	36	88	134	614	4.582	91.64	Sangat Puas
2	P18	0	0	37	51	46	134	545	4.067	81.34	Sangat Puas
3	P19	0	0	42	62	30	134	524	3.910	78.21	Puas
Jumlah Rata-Rata								1683	4.187	83.73	

which is quite clear, namely 93.43% with a very satisfied category. Furthermore, the lowest index value in the fourteenth statement regarding officers being friendly and polite in providing drug information is 70.15%, with a satisfied category.

3.5 Respondents Response Regarding Tangible Dimensions

The tangible dimension has three statements. According to information gleaned from the distribution of questionnaire answers to 134 respondents regarding the dimensions of tangible evidence, the information in Table 5 is obtained.

In the tangible dimension, the highest value index is obtained in the seventeenth statement, namely regarding the availability of a special room for drug information services, which is 91.64% with a very satisfied category.

Moreover, the lowest index value in the nineteenth statement regarding pharmacists who look polite, clean, and tidy is 78.21% in the satisfied category (Fig. 1).

3.6 Patient Satisfaction Based on Reliability Dimensions

Dimensions of reliability (reliability) on the quality of pharmaceutical services include services that are presented immediately, concern for the problems experienced by patients, reliability of service delivery, and timeliness in services (Pratama, 2014). The level of patient satisfaction based on the reliability dimension obtained the average percentage of satisfied patients/respondents as much as 79.07%, while those who were not satisfied were 20.93%. Based on the average percentage above, it shows that most of the respondents are satisfied with the service on the reliability dimension, but there are still patients who are not satisfied with this dimension. The results of interviews between researchers and some of their respondents complained about the administration of the drug redemption procedure, which is still confusing his patients. The findings of this investigation are consistent with Sudarni's work, where the typical percentage of satisfaction on the reliability dimension is 95.8% (Pristiyantoro et al., 2021).

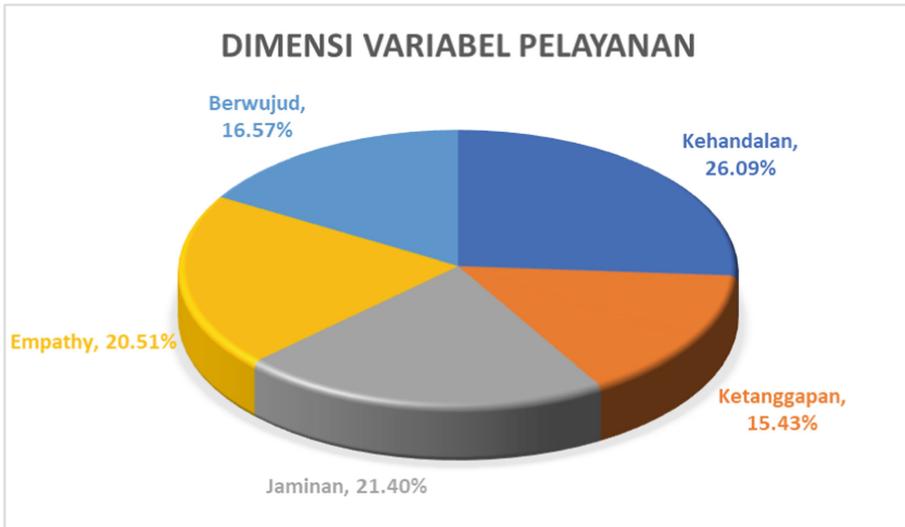


Fig. 1. Five-dimensional percentage diagram

3.7 Satisfaction Based on Responsiveness Dimension

The responsiveness dimension is the staff's desire to help and provide the services needed by the patient. This includes clarity of service delivery time, accuracy and speed in pharmaceutical services, the willingness of officers to assist patients, and the staff's free time to respond to patient requests (Pratama, 2014). The level of patient satisfaction based on the responsiveness dimension obtained an average percentage of satisfied patients at 79.07%, while those who were dissatisfied were 20.93%. Based on the average percentage score above, it shows that most of the respondents are satisfied with the responsiveness dimension service, but there are still patients who are not satisfied with the responsiveness dimension service. The results of the researchers' interviews with some of their respondents complained about the response of officers in helping patients, which they felt was still not effective. This means that the patient expects that the pharmacist will always re-explain the therapy received by the patient if the patient does not understand the information he receives. This is related to a good understanding of drug information, so patients will be more obedient to taking drugs, preventing unexpected drug side effects, which will ultimately achieve the expected therapeutic effectiveness. This finding is consistent with that of [14], whose average patient satisfaction on the responsiveness dimension is 91%.

3.8 Satisfaction Based on Assurance Dimension

The percentage of patients that are satisfied with the dimension of assurance (Assurance) obtained an average percentage of satisfied patients of 81.08%, while those who were not satisfied were 18.92%. Based on the average score and percentage, it shows that most of the Participants are content with the drug delivery service in the dimension of

assurance. The importance of this dimension is because it relates to the knowledge and behavior of service providers to build trust and confidence in consumers to use their services [3]. One of the statements on this dimension is “The number of drugs given is right according to the prescription”, resulting in the lowest level of satisfaction compared to other statements. This is, of course, because the patient really expects the pharmacist to give the amount that is in accordance with what has been stated on the prescription.

3.9 Satisfaction Based on the Dimension of Attention (Empathy)

The level of patient satisfaction based on the Empathy dimension obtained an average percentage of satisfied patients of 77.72%, while those who were dissatisfied were 22.28%. Nevertheless, this dimension has the lowest level of satisfaction among other dimensions. Based on the percentage above, it shows that most respondents are satisfied with pharmaceutical services in the empathy dimension, but there are still patients/respondents who are not satisfied with this dimension. The results of researcher interviews with patients/respondents showed that some of them were dissatisfied with the communication between patients and officers in terms of file requirements to redeem BPJS drugs. Patients/respondents assessed that some officers were still not friendly and polite when explaining drug information to them first. Again if the condition of the pharmacy is busy. The findings of this investigation are consistent with Winanto’s work, where satisfaction in this dimension is 84.93%.

3.10 Satisfaction Based on Tangible Dimensions

The tangible dimension (tangible) includes physical facilities which include the condition of facilities, the condition of concord between physical facilities, human resources, and the services offered (Pratama; 2014). The level of patient satisfaction based on the tangible dimension obtained an average percentage of very satisfied at 83.73%, while those who were not satisfied were 16.27%. Based on the average percentage above, it shows that most patients and respondents are satisfied with pharmaceutical services’ practical aspect, but there are still patients who are dissatisfied with this dimension. Some patients/respondents are dissatisfied with the statement “Pharmaceutical officers are polite, clean and neat” some patients/respondents assessed that the pharmacy was busy, and some officers looked indifferent and rushed when serving patients. In the end, customers will judge the service they receive based on the results of sensing in the form of perception (Kustiyah & Astuti, 2014).

4 Conclusion

Based on the characteristics of respondents with national health insurance Health chronic disease patients at Bandung pharmacies who were diagnosed with asthma by gender, the most were women (52.24%), according to age, the most were over 60 years old (26%), according to occupation the most were homemakers and government retirees (37.31%). According to the level of education, the highest proportion is undergraduate (35.82%).

Based on the level of satisfaction of chronic disease patients from national health insurance at the Bandung pharmacy, the average value of the index from the reliability dimension was 79.07% satisfied, from the responsiveness dimension, the average value was 79.07% satisfied, from the assurance dimension (assurance) obtained an average value of 81.08% very satisfied, from the empathy dimension (attention) obtained an average of 77.72% satisfied, and from the tangibles dimension obtained an average value of 83.73% very satisfied.

Based on the servqual method, overall, patients are quite satisfied with the services of national health insurance chronic disease patients at the Bandung Pharmacy, seen from the average index results obtained from each dimension: responsiveness, reliability, assurance, empathy, and tangible.

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