

Evaluation of Outpatient Drug Service Satisfaction at Hospital Pharmacy Installation

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Abstract

Hospital pharmacy services play an important role in improving the quality of healthcare and patient satisfaction. This study aimed to evaluate the level of outpatient satisfaction with drug services at the Pharmacy Installation of Muhammadiyah Hospital Palembang in 2021 based on five service quality dimensions, namely tangible, reliability, responsiveness, assurance, and empathy. This research used a descriptive quantitative method with a cross-sectional approach. Data were collected through questionnaires distributed to 100 outpatients selected using accidental sampling techniques. The data were analyzed descriptively using the Service Quality (SERVQUAL) method by comparing patients' expectations and perceptions of pharmacy services. The results showed that 58% of respondents were satisfied, while 42% were not satisfied with the pharmacy services provided. The overall service quality score was -0.36, indicating that patients were generally not satisfied with the quality of drug services. The tangible dimension had a score of -0.38, reliability -0.37, responsiveness -0.37, assurance -0.31, and empathy -0.35. The highest satisfaction level was found in the assurance dimension, while the lowest was in the tangible dimension. The Cartesian diagram analysis indicated that assurance, empathy, and tangible dimensions should be maintained, whereas responsiveness and reliability require improvement. The study concludes that outpatient pharmacy services at Muhammadiyah Hospital Palembang still need improvement to achieve better patient satisfaction and service quality.

Keywords: Patient Satisfaction, Pharmacy Service, Outpatient, SERVQUAL, Hospital Pharmacy

Abstrak

Layanan farmasi rumah sakit memainkan peran penting dalam meningkatkan kualitas pelayanan kesehatan dan kepuasan pasien. Penelitian ini bertujuan untuk mengevaluasi tingkat kepuasan pasien rawat jalan terhadap layanan obat di Unit Farmasi Rumah Sakit Muhammadiyah Palembang pada tahun 2021 berdasarkan lima dimensi kualitas layanan, yaitu aspek fisik, keandalan, responsivitas, jaminan, dan empati. Penelitian ini menggunakan metode kuantitatif deskriptif dengan pendekatan cross-sectional. Data dikumpulkan melalui kuesioner yang dibagikan kepada 100 pasien rawat jalan yang dipilih menggunakan teknik sampling acak. Data dianalisis secara deskriptif menggunakan metode Kualitas Layanan (SERVQUAL) dengan membandingkan ekspektasi dan persepsi pasien terhadap layanan farmasi. Hasil penelitian menunjukkan bahwa 58% responden merasa puas, sedangkan 42% tidak puas dengan layanan apotek yang diberikan. Skor kualitas layanan secara keseluruhan adalah -0,36, yang menunjukkan bahwa pasien secara umum tidak puas dengan kualitas layanan obat. Dimensi fisik memiliki skor -0,38, keandalan -0,37, responsivitas -0,37, jaminan -0,31, dan empati -0,35. Tingkat kepuasan tertinggi ditemukan pada dimensi jaminan, sedangkan yang terendah pada dimensi fisik. Analisis diagram Cartesian menunjukkan bahwa dimensi jaminan, empati, dan fisik harus dipertahankan, sedangkan responsivitas dan keandalan perlu ditingkatkan. Studi ini menyimpulkan bahwa layanan farmasi rawat jalan di Rumah Sakit Muhammadiyah Palembang masih memerlukan perbaikan untuk mencapai kepuasan pasien dan kualitas layanan yang lebih baik.

Kata Kunci: Kepuasan Pasien, Layanan Farmasi, Rawat Jalan, SERVQUAL, Farmasi Rumah Sakit

PENDAHULUAN

Healthcare development is an essential part of national development aimed at improving the quality of life and public health status (Rammal et al., 2024). Hospitals, as healthcare service providers, are required to deliver high-quality services that meet patient expectations and ensure patient satisfaction. One of the important units in hospitals is the pharmacy installation, which plays a significant role in providing pharmaceutical services, including drug dispensing, drug information, and patient counseling. Pharmaceutical services are expected not only to focus on drug management but also to prioritize patient-oriented services to improve treatment outcomes and patient quality of life.

In recent years, the paradigm of pharmaceutical services has shifted from drug-oriented services to patient-oriented services known as pharmaceutical care (Allam, 2025). Pharmacists are expected to provide comprehensive services, including accurate drug information, patient counseling, monitoring of drug use, and evaluation of treatment outcomes (Alkaim & Khan, 2024). The quality of pharmaceutical services greatly influences patient satisfaction because patients tend to evaluate hospital performance based on the services they receive directly. Patient satisfaction is defined as the level of feeling that arises after comparing perceived service performance with patient expectations. Therefore, evaluating patient satisfaction is important for healthcare institutions to improve service quality and maintain patient trust.

Muhammadiyah Hospital Palembang is one of the type C hospitals in Palembang City that provides outpatient pharmaceutical services. Based on preliminary data, the hospital experienced fluctuating outpatient visits between 2023 and 2025. In addition, the number of pharmacists available in the hospital pharmacy installation was still below the standard required by the Indonesian Ministry of Health Regulation Number 56 of 2014. This condition may affect the quality of pharmacy services and patient satisfaction levels. Therefore, evaluating the quality of pharmacy services is necessary to identify service gaps and determine aspects that need improvement.

Service quality can be measured using the SERVQUAL method developed by Parasuraman, which includes five dimensions: tangible, reliability, responsiveness, assurance, and empathy (Rahmawati et al., 2023; Setiono & Hidayat, 2022). Tangible refers to physical facilities and equipment, reliability refers to the ability to provide accurate and dependable services, responsiveness concerns prompt service delivery, assurance relates to staff

knowledge and courtesy, and empathy refers to personal attention given to patients. These dimensions are widely used to assess healthcare service quality and patient satisfaction.

Several previous studies have shown that pharmaceutical service quality significantly affects patient satisfaction in hospitals and pharmacies. Patients generally expect fast (Wulandari et al., 2025), accurate (Setyawan et al., 2025), friendly, and informative services. However, gaps often occur between patient expectations and the actual services provided, leading to dissatisfaction. Therefore, identifying the dimensions with the largest service gaps is important to improve healthcare quality.

Based on the background above, this study aimed to evaluate the level of outpatient satisfaction with drug services at the Pharmacy Installation of Muhammadiyah Hospital Palembang in 2021 using the SERVQUAL dimensions. This study is expected to provide useful information for hospital management in improving pharmaceutical service quality and increasing patient satisfaction.

METODE PELAKSANAAN

This study used a quantitative descriptive research design with a cross-sectional approach to evaluate outpatient satisfaction with drug services at the Pharmacy Installation of Muhammadiyah Hospital Palembang in 2025. The study focused on assessing patient satisfaction based on the five dimensions of service quality (SERVQUAL), namely tangible, reliability, responsiveness, assurance, and empathy.

The population of this study consisted of all outpatients who redeemed prescriptions at the Pharmacy Installation of Muhammadiyah Hospital Palembang during the research period. The sample size was determined using a standard sample size formula with a confidence level of 95%, resulting in 100 respondents. The sampling technique used was accidental sampling, where respondents who met the inclusion criteria and were available during the data collection period were selected as participants.

The inclusion criteria were patients who were willing to participate in the study and patients who redeemed chronic disease medications at the hospital pharmacy installation during the study period. Meanwhile, patients who refused to participate or did not complete the questionnaire were excluded from the study.

Data were collected using a structured questionnaire based on the SERVQUAL dimensions. The questionnaire measured patient perceptions and expectations regarding pharmacy services. The tangible dimension assessed physical facilities and equipment, reliability

measured the ability of pharmacy staff to provide accurate services, responsiveness evaluated promptness in service delivery, assurance assessed staff competence and trustworthiness, and empathy measured staff attention and care toward patients.

Table 1. Research Variables

Variable	Indicator
Tangible	Physical facilities, waiting room, equipment, staff appearance
Reliability	Accuracy and consistency of pharmacy services
Responsiveness	Speed and responsiveness of pharmacy staff
Assurance	Staff competence, trust, and safety assurance
Empathy	Attention, communication, and understanding of patient needs

The collected data were analyzed using descriptive statistical analysis with the Statistical Product and Service Solution (SPSS) program. The analysis included frequency distributions, percentages, and mean scores for each SERVQUAL dimension. Service quality scores were obtained by calculating the gap between patients' expectations and perceptions. A positive score indicated patient satisfaction, while a negative score indicated dissatisfaction. Furthermore, Importance Performance Analysis (IPA) with a Cartesian diagram was used to identify service dimensions that should be prioritized for improvement and dimensions that should be maintained

HASIL DAN PEMBAHASAN

Result

This study evaluated outpatient satisfaction with drug services at the Pharmacy Installation of Muhammadiyah Hospital Palembang based on the five SERVQUAL dimensions: tangible, reliability, responsiveness, assurance, and empathy. The results were obtained from 100 respondents who participated in the study.

Respondent Characteristics

Table 2. Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage (%)
Male	53	53
Female	47	47
Total	100	100

Table 3. Characteristics of Respondents Based on Age

Age Category	Frequency	Percentage (%)
18–49 Years	61	61
≥ 50 Years	39	39
Total	100	100

Table 4. Characteristics of Respondents Based on Education

Education Level	Frequency	Percentage (%)
Higher Education (Diploma, Bachelor, Master/Doctoral)	69	69
Lower Education (Elementary–Senior High School)	31	31
Total	100	100

Patient Satisfaction Based on SERVQUAL Dimensions

Table 5. Satisfaction Level in the Reliability Dimension

Category	Frequency	Percentage (%)
Satisfied	61	61
Dissatisfied	39	39
Total	100	100

Table 6. Satisfaction Level in the Responsiveness Dimension

Category	Frequency	Percentage (%)
Satisfied	53	53
Dissatisfied	47	47
Total	100	100

Table 7. Satisfaction Level in the Assurance Dimension

Category	Frequency	Percentage (%)
Satisfied	64	64
Dissatisfied	36	36
Total	100	100

Table 8. Satisfaction Level in the Empathy Dimension

Category	Frequency	Percentage (%)
Satisfied	53	53
Dissatisfied	47	47
Total	100	100

Table 9. Satisfaction Level in the Tangible Dimension

Category	Frequency	Percentage (%)
Satisfied	55	55
Dissatisfied	45	45
Total	100	100

Service Quality Gap Analysis

Table 10. SERVQUAL Gap Scores for Each Dimension

Dimension	Perception Score	Expectation Score	Gap Score	Interpretation
Tangible	4.27	4.65	-0.38	Dissatisfied
Reliability	4.23	4.60	-0.37	Dissatisfied
Responsiveness	4.14	4.51	-0.37	Dissatisfied
Assurance	4.30	4.61	-0.31	Dissatisfied
Empathy	4.29	4.64	-0.35	Dissatisfied

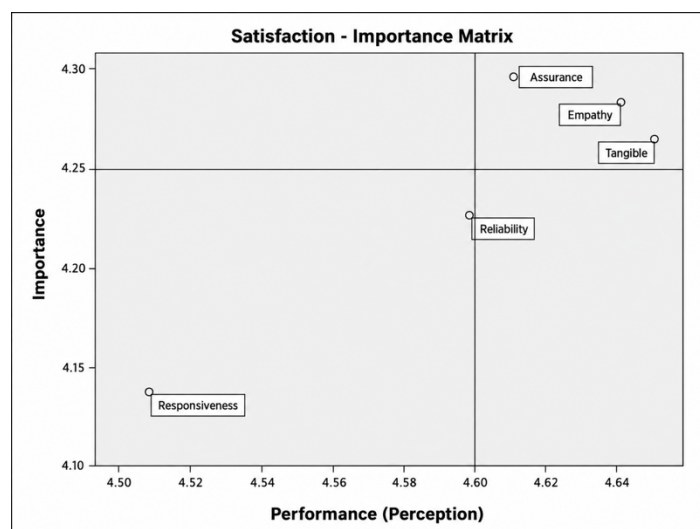


Figure 1. Cartesian Diagram of Service Quality for Each Dimension

Overall, the total service quality score was -0.36, indicating that outpatient pharmacy services at Muhammadiyah Hospital Palembang had not fully met patient expectations. The Cartesian diagram analysis further showed that the assurance, empathy, and tangible dimensions should be maintained, whereas the responsiveness and reliability dimensions required improvement as priority areas.

Discussion

The findings of this study indicate that the overall quality of outpatient pharmacy services at the Pharmacy Installation of Muhammadiyah Hospital Palembang had not fully met patient expectations. The overall SERVQUAL gap score was -0.36, which indicates that respondents perceived the services provided as lower than their expectations. Patient satisfaction is an important indicator of healthcare quality because it reflects the extent to which healthcare services fulfill patient needs and expectations. The results of this study are consistent with previous studies reporting that gaps between patient expectations and actual healthcare services commonly occur in hospital pharmacy services.

Tangible Dimension

The tangible dimension produced the largest negative gap score (-0.38), indicating that physical facilities and infrastructure were the main factors contributing to patient dissatisfaction. Although 55% of respondents reported satisfaction, many patients still perceived the waiting room facilities, information service area, and supporting infrastructure as inadequate. This finding suggests that patients place considerable importance on the physical appearance and comfort of healthcare facilities.

This result is in line with a study by Binnie et al., (2025), which reported that physical evidence such as waiting room comfort, cleanliness, and the availability of supporting facilities strongly influence patient perceptions of pharmaceutical services. Similarly, Parasuraman's SERVQUAL theory emphasizes that tangible aspects serve as the first visible indicator of service quality and can shape patient trust toward healthcare institutions. Therefore, improvements in waiting room facilities (Alamsyah et al., 2025), patient information areas, and service equipment are necessary to enhance patient satisfaction.

Reliability Dimension

The reliability dimension showed a negative gap score of -0.37, indicating that patients were not fully satisfied with the consistency and accuracy of pharmacy services. Although 61% of respondents reported satisfaction, some respondents expressed dissatisfaction regarding service speed and the timeliness of medication dispensing. Patients expect pharmacy staff to provide services accurately and within an acceptable waiting time.

This finding is consistent with the study conducted by AlOmari & Hamid, (2022), which found that reliability significantly affects patient satisfaction in hospital pharmacy services. Reliability reflects the ability of healthcare providers to perform promised services dependably and accurately. Delays in drug dispensing and insufficient information regarding medication use may reduce patient confidence in healthcare services. Therefore, pharmacy staff should improve workflow efficiency and communication to minimize service delays.

Responsiveness Dimension

The responsiveness dimension also had a negative gap score (-0.37), showing that patients perceived the responsiveness of pharmacy staff as insufficient. Although more than half of respondents were satisfied, several respondents expected faster responses to patient complaints and clearer drug information services. Responsiveness is closely related to the willingness of healthcare staff to help patients and provide prompt services.

This finding supports previous studies showing that responsiveness is one of the major determinants of patient satisfaction in healthcare services. According to Supriyanto and Chen et al., (2024), responsiveness influences patient trust and perceived service quality because patients highly value quick and attentive responses from healthcare workers. In pharmacy practice, responsiveness includes providing immediate assistance, responding to complaints, and delivering understandable medication information. Therefore, training pharmacy staff in communication and patient-centered care is necessary to improve responsiveness.

Assurance Dimension

The assurance dimension obtained the smallest negative gap score (-0.31), indicating that this dimension had the highest level of patient satisfaction among all dimensions evaluated. Most respondents felt confident in the competence and professionalism of pharmacy staff, particularly regarding accurate medication dispensing and staff courtesy. This result suggests that pharmacy staff were generally successful in creating trust and confidence among patients.

The findings are supported by previous research showing that assurance is closely associated with patient trust and perceived safety in healthcare services. According to Chen et al., (2024), assurance includes staff knowledge, politeness, and the ability to provide a sense of security to patients. Patients are more likely to feel satisfied when healthcare providers demonstrate competence and professionalism. Therefore, maintaining staff competence through continuous professional training is important to sustain patient trust and satisfaction.

Empathy Dimension

The empathy dimension showed a negative gap score of -0.35, indicating that patients still expected better personal attention and communication from pharmacy staff. Although 53% of respondents reported satisfaction, some respondents felt that pharmacy staff did not fully understand patient needs or provide sufficient emotional support during service interactions.

This finding aligns with the concept proposed by Parasuraman et al., on Wider et al., (2024) which emphasizes that empathy involves caring, individualized attention, and understanding patient needs. Previous studies have shown that empathy significantly affects patient satisfaction because patients appreciate healthcare providers who are friendly, patient, and willing to listen to their concerns. Effective communication and emotional support are essential in pharmaceutical care because they improve patient trust, medication adherence, and overall treatment outcomes.

Overall, the findings of this study demonstrate that all SERVQUAL dimensions still had negative gap scores, indicating that patient expectations exceeded perceived service performance. The results suggest that Muhammadiyah Hospital Palembang should prioritize improvements in tangible, reliability, and responsiveness dimensions while maintaining assurance and empathy dimensions. Enhancing physical facilities, improving service efficiency, and strengthening communication skills among pharmacy staff may contribute to higher patient satisfaction and better healthcare quality.

SIMPULAN

This study concludes that the quality of outpatient pharmacy services at the Pharmacy Installation of Muhammadiyah Hospital Palembang has not fully met patient expectations based on the SERVQUAL dimensions. Among the five dimensions evaluated, the assurance dimension demonstrated the best service performance, indicating that patients generally trusted the competence and professionalism of pharmacy staff. However, the tangible, reliability, responsiveness, and empathy dimensions still showed service gaps that contributed to patient dissatisfaction.

The findings indicate that physical facilities, service efficiency, responsiveness to patient needs, and interpersonal communication remain important aspects requiring improvement to enhance patient satisfaction. Therefore, the hospital is expected to strengthen the quality of pharmaceutical services through improvements in infrastructure, faster and more accurate service delivery, and enhanced patient-centered communication by pharmacy staff. These improvements are essential to achieving better healthcare service quality and increasing patient trust in hospital pharmacy services.

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