ANALYSIS OF CONSUMER SATISFACTION LEVEL WITH THE QUALITY OF NON-PRESCRIBED MEDICINE SERVICES IN MALANG CITY PHARMACIES

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Abstract

Pharmacies is defined as a pharmaceutical service facility where pharmacy practices are carried out by pharmacist. In carrying out the pharmaceutical work at pharmaceutical service facilities, pharmacists must apply pharmaceutical services standard. The consumer satisfaction level is a scoring or evaluation after behaving a service, that a chosen service at least has fulfilled or exceeding the expectations. The quality of services is an expected level of excellence and control over the level of excellence to meet consumer or consumer desires. The research design that is used is descriptive quantitative research. According to the research rule, the researcher obtains a result that shows the consumer satisfaction levels on the quality of the service on every dimensions through every dimensions is in the intermediate level (-0.81 until 0.80), with the total average gap on (-0.29). However, according to the total percentage score of the consumer satisfaction level against the service quality dimension is 83.24%, it can be concluded that the consumers are extremely satisfied (80-100%) against the services that are given by the pharmacies around Lowokwaru District Malang City.

Keywords: Consumer satisfaction, Non-prescription drug, Service quality, SERVQUAL

Introduction

According to Indonesian Government Regulation No. 51 of 2009 which outlines the practice of pharmacy, it is stated that pharmacy activities, including procurement, production, distribution, and dispensing of pharmaceutical products, must be carried out by healthcare professionals who possess the necessary expertise and authority. Competent personnel in pharmacy are pharmacy professionals, consisting of pharmacists and pharmacy technicians. When practicing pharmacy in healthcare facilities, pharmacists must adhere to pharmacy practice standards. Pharmacy services refer to the direct and responsible service provided by a pharmacist to a patient related to pharmaceutical products, with the aim of achieving definite outcomes to improve the patient's quality of life (Ministry of Health of the Republic of Indonesia, 2009).

Satisfaction and quality are inseparable, much like two sides of a coin. They influence and are interconnected. Quality provides an incentive for consumers to build a strong relationship with pharmacies. Such a relationship allows pharmacies to thoroughly understand patients' expectations and needs over the long term. As a result, pharmacies can enhance consumer satisfaction by providing a pleasant experience and minimizing or eliminating negative ones. Retaining consumer loyalty is more challenging. Patient or consumer satisfaction is a crucial determining factor (Supranto, 2006).

Patient satisfaction is an evaluation of a service after use, indicating whether the service met or exceeded expectations. It is defined as the level of a patient's feeling resulting from the performance of a received healthcare service, compared to their expectations (Zahroh & Zakiyatun, 2017). Service quality refers to the expected level of excellence and the control over that level to meet consumer needs (Kotler, 2009). There are five dimensions of service quality that can be used to measure consumer satisfaction with services. These dimensions are known as the Service Quality (SERVQUAL) model and involve a comprehensive survey to assess service satisfaction. The SERVQUAL dimensions to consider when evaluating satisfaction are assurance, tangibles, reliability, responsiveness, and empathy (Kotler, 2009).

This study examines consumer satisfaction. The consideration for conducting research on over-the-counter (OTC) drug consumers is based on data from the Central Statistics Agency (BPS) in 2021, which shows that 84.23% of the Indonesian population engages in self-medication. According to the BPS, the percentage of Indonesians practicing self-medication has risen from 69.43% in 2017 to 70.74% in 2018, further to 71.46% in 2019 and in 2020, it was 72.19%. In Similarly, in East Java, the rate of self-medication has increased from 68.74% in 2016 to 70.48% in 2017, further to 72.69% in 2018. There was a decrease to 71.04% in 2019. However, it rebounded in 2020 to 71.61%, and in 2021, it reached 83.80%. Given this upward trend, it is imperative to conduct research on OTC drug consumers.

This study was conducted in pharmacies where no previous research on patient satisfaction with OTC drug services had been conducted. Observations revealed various issues within these pharmacies, necessitating this research. These issues include inadequate facilities and infrastructure. Additionally, service speed was identified as a concern. Given the high volume of consumers in pharmacies within Lowokwaru Subdistrict and the limited staff, a study on consumer satisfaction with OTC drug services in pharmacies in northern Malang City, specifically Lowokwaru Subdistrict, was deemed necessary. Lowokwaru Subdistrict was selected due to its status as the most populous subdistrict in Malang City, according to the Malang City Central Statistics Agency, and also has the highest population density (Central Statistics Agency, 2021).

Methods

The research design used is descriptive quantitative research. Descriptive research, according to Sugiyono (2018), is a research conducted to know the value of independent variables, either one or more (independent) without making comparisons or connecting with other variables. The research was conducted from early January to the end of March 2022 in 11 pharmacies in Lowokwaru District, Malang City. The respondents in this study were 100 customers who used pharmaceutical services at pharmacies in Lowokwaru District, Malang City and had purchased OTC medications. Respondents met the following inclusion and exclusion criteria:
a. Inclusion Criteria
   Consumers who could read and write well, were willing to fill out the questionnaire, and had been observed purchasing OTC at pharmacies in Lowokwaru District, Malang City.
b. Exclusion Criteria
   Consumers who visited pharmacies in Lowokwaru District, Malang City and purchased prescription medications, and consumers who purchased medications that were unavailable at those pharmacies.

Result and Discussion
1. Respondent's Characteristic
    a. Respondent's Characteristic Based on Gender

Table 1. Consumer's Characteristic Based on Gender

Gender	Number of People	Percentage (%)
Male	46	46
Female	54	54
Total	**100**	**100**

As shown in Table 1, 46% of the respondents were male, while 54% were female. This suggests that women in Lowokwaru Subdistrict, Malang City, are more likely to use over-the-counter drug services at pharmacies compared to men.

    b. Respondent's Characteristic Based on Age

Table 2. Consumer's Characteristic Based on Age

Age (years old)	Number of People	Percentage (%)
12-16	5	5
17-25	57	57
26-35	21	21
36-45	10	10
46-55	5	5
56-65	1	1
>65	1	1
Total	**100**	**100**

As shown in Table 2, the majority of pharmacy visitors were aged 17-25 years, accounting for 57% of respondents. In contrast, the least frequent visitors were those aged 56-65 and 65 years or older, each representing only 1% of respondents.

    c. Respondent's Characteristic Based on Education Level

Table 3. Consumer's Characteristic Based on Education Level

Education Level	Number of People	Percentage (%)
Junior High School or equivalent	6	6
Senior High School or equivalent	25	25
Collage	69	69
Total	**100**	**100**

Based on Table 3, the majority of consumers (69%) is in collage education level. In contrast, only 6% of consumers have a junior high school education level or below.

    d. Respondent's Characteristic Based on Type of Job

Table 4. Consumer's Characteristic Based on Type of Job

Type of Job	Number of People	Percentage (%)
Student	11	11
Collage Student	45	45
Goverment employee (PNS)	8	8
Entrepreneur	13	13
Homemaker/housewife	9	9
Others	14	14
Total	**100**	**100**

Based on Table 4, the majority of consumers (45%) are students. In contrast, only 8% of consumers are goverement employee or civil servants.

e. Respondent's Characteristic Based on Pharmacy

Tabel 5. Consumer's Characteristic Based on Pharmacies

Name of Pharmacies	Number of People	Percentage (%)
Apotek Sarangan Medika	17	17
Apotek 99 Farma	16	16
Apotek K-24	17	17
Apotek Kimia Farma Dinoyo	17	17
Apotek Kimia Farma Soekarno-Hatta	17	17
Viva Apotek Kaliurang	16	16
Total	**100**	**100**

Based on the profile of Lowokwaru Subdistrict, Malang City, there are 11 pharmacies. However, in this study, only 6 pharmacies agreed to participate. With a total of 100 respondents, on average, each pharmacy involved 16-17 consumers as respondents.

2. Descriptive Analysis
a. Assurance Dimension

Table 6. Assurance Dimension Statement Gap

Statement	Actual	Expectancy	Gap
Pharmacy personnel possess sufficient competency and expertise in communicating pharmaceutical information.	4.25	4.39	-0.14
Pharmacy personnel communicate the drug expiration date to the consumers.	3.98	4.32	-0.34
Pharmacy personnel provided the patient with medication suitable for their ailment.	4.25	4.35	-0.10
Total Average	**4.16**	**4.35**	**-0.19**

The percentage of consumer satisfaction with the assurance dimension of over-the-counter drug services in pharmacies in Lowokwaru Subdistrict, Malang City, is presented in the following Table 7:

Table 7. Percentage of Consumer Satisfaction score for the Assurance Dimension

Statement	Score	Maximal Score	Percentage (%)	Consumer's Satisfaction Levels
Pharmacy personnel possess sufficient competency and expertise in communicating pharmaceutical information.	425	500	85	Very Satisfied
Pharmacy personnel communicate the drug expiration date to the consumers.	398	500	79.6	Satisfied
Pharmacy personnel provided the patient with medication suitable for their ailment.	425	500	85	Very Satisfied
Total	**1248**	**1500**	**83.2**	**Very Satisfied**

Based on Tables 6 and 7, the highest level of consumer satisfaction was found in the third statement (gap = -0.10), which is regarding the pharmacist providing medication that matches the patient's complaints. The satisfaction rate reached 85%. Conversely, the lowest level of satisfaction was found in the second statement (gap = -0.34) with a percentage of 79.6%, which is regarding the pharmacist informing the consumer about the drug's expiration date. These results indicate that most pharmacists are not consistent in providing information about the drug's expiration date to consumers. The results of this study diverge from those of Bahem (2017) and Endang (2021) regarding the quality of over-the-counter drug services. Both previous studies found that consumers perceived the assurance dimension, specifically the guarantee of drug quality, as the aspect least meeting their expectations.

Based on the research findings, it can be concluded that the performance of pharmacists in providing information about drug expiration dates to consumers is not yet optimal. This is likely due to the assumption of pharmacists that this information is already stated on the drug packaging and therefore does not need to be communicated again. However, providing information about expiration dates is an important part of pharmaceutical services. Pharmacists need to improve their

knowledge and skills in providing counseling to patients, including communicating information about drug expiration dates to ensure the safety and effectiveness of drug use (Ministry of Health of the Republic of Indonesia, 2017).

b. Tangible Evidence Dimension

Table 8. Tangible Evidence Dimension Statement Gap

Statement	Actual	Expectancy	Gap
Strategic location of the pharmacy.	4.13	4.51	-0.38
The pharmacy is conveniently located in a populated neighborhood.	4.29	4.43	-0.14
The pharmacy has a clean and sanitary condition.	4.22	4.44	-0.22
The pharmacy waiting room is neatly arranged and comfortable.	4.21	4.61	-0.40
The pharmacy has a full inventory of medications.	3.94	4.47	-0.53
The pharmacy staff maintain clean and neat appearance.	4.34	4.65	-0.31
Total Average	**4.18**	**4.51**	**-0.33**

The percentage of consumer satisfaction with the tangible dimension of over-the-counter drug services in pharmacies in Lowokwaru Subdistrict, Malang City, is presented in the following Table 9:

Table 9. Percentage of Consumer Satisfaction score for the Tangible Evidence Dimension

Statement	Score	Maximal Score	Percentage (%)	Consumer Satisfaction Level
Strategic location of the pharmacy.	413	500	82.6	Very Satisfied
The pharmacy is conveniently located in a populated neighborhood.	429	500	85.8	Very Satisfied
The pharmacy has a clean and sanitary condition.	422	500	84.4	Very Satisfied
The pharmacy waiting room is neatly arranged and comfortable.	421	500	84.2	Very Satisfied
The pharmacy has a full inventory of medications.	394	500	78.8	Satisfied
The pharmacy staff maintain clean and neat appearance.	434	500	86.8	Very Satisfied
Total	**2513**	**3000**	**83.7**	**Very Satisfied**

Based on Tables 8 and 9, the highest level of consumer satisfaction was found in the second statement (gap = -0.14) with a percentage of 85.8%, which is regarding the pharmacy's location being close to densely populated residential areas. Conversely, the lowest level of satisfaction was found in the fifth attribute (gap = -0.53) with a percentage of 78.8%, which is regarding the completeness of drug supplies. These results indicate that the availability of drugs in the pharmacy does not fully meet the needs of consumers.

Therefore, it can be assumed that consumers' perception of the completeness of drug supplies in pharmacies in Lowokwaru Subdistrict, Malang City, is considered to be less than satisfactory. This research aligns with the findings of Apolina and Ekowati (2022), where the top priority for improvement was ensuring that the medications needed by consumers are always available in pharmacies. This was indicated by a gap of -0.306 and a consistency level of 93.30%. A common problem faced by pharmacies regarding the completeness of drug supplies is the delay in drug procurement. This is caused by stock shortages at the manufacturing plants. Therefore, it is necessary to order drugs well in advance and not wait until stocks run out to address the issue of incomplete drug supplies in these pharmacies so that consumers do not have to worry about the availability of drugs. Early ordering is intended to ensure that these pharmacies have a stock reserve when drug supplies are running low.

c. Reliability Dimension

Table 10. Reliability Dimension Gap

Statement	Actual	Expectancy	Gap
The pharmacy staff explains the name and dosage of the medication.	4.24	4.59	-0.35
The pharmacy staff provides information regarding the instructions for using the medication.	4.32	4.58	-0.26
The pharmacy staff explains how to store the medication.	4.02	4.46	-0.44
The pharmacy staff explains the possible side effects of the medication.	3.98	4.46	-0.48
The pharmacy staff provides information about the medication in easy-to-understand language.	4.15	4.46	-0.31
The pharmacy staff answers consumers' questions about the medications they have purchased.	4.22	4.49	-0.27
The pharmacy staff gives consumers the opportunity to voice their complaints.	4.13	4.41	-0.28
Total Average	**4.15**	**4.49**	**-0.34**

The percentage of consumer satisfaction with the reliability dimension of over-the-counter drug services in pharmacies in Lowokwaru Subdistrict, Malang City is presented in the following Table 11:

Table 11. Percentage of Consumer Satisfaction score for the Reliability Dimension

Statements	Score	Maximal Score	Percentage (%)	Consumer's Satisfaction Level
The pharmacy staff explains the name and dosage of the medication.	424	500	84.8	Very Satisfied
The pharmacy staff provides information regarding the instructions for using the medication.	432	500	86.4	Very Satisfied
The pharmacy staff explains how to store the medication.	402	500	80.4	Very Satisfied
The pharmacy staff explains the possible side effects of the medication.	398	500	79.6	Satisfied
The pharmacy staff provides information about the medication in easy-to-understand language.	415	500	83	Very Satisfied
The pharmacy staff answers consumers' questions about the medications they have purchased.	422	500	84.4	Very Satisfied
The pharmacy staff gives consumers the opportunity to voice their complaints.	413	500	82.6	Very Satisfied
Total	**2906**	**3500**	**83.02**	**Very Satisfied**

Based on the table above, it was found that the highest level of consumer satisfaction was in the second statement with a gap of (-0.26) and a consumer satisfaction rate of 86.4%, which is regarding pharmacists providing information on how to use the medication. On the other hand, the lowest level of satisfaction was found in the fourth attribute with a gap of (-0.48) and a consumer satisfaction rate of 79.6%, which is regarding pharmacists explaining the side effects of the medication. Therefore, it can be concluded that pharmacists tend not to explain the side effects of medication. The results of this study diverge from those of Bahem's research (2017), which found that consumers perceived a lack of reliability in the service, specifically in terms of pharmacists providing clear and understandable information about the prescribed medication. Moreover, our findings differ from the previous study conducted by Endang (2021), which revealed that consumers were dissatisfied with the pharmacy staff's failure to provide adequate information on how to store medication.

It can be inferred from this that the performance of pharmacists in explaining drug side effects to consumers is considered to be less than satisfactory. Pharmacists tend not to explain drug side effects to consumers because they believe that it is unnecessary, considering that the side effects are already listed on the drug packaging. However, it is important to note that explaining drug side effects is crucial for the safety and security of consumers, so that consumers can understand and manage common side effects.

d. Responsiveness Dimension

Table 12. Responsiveness Dimension Statement Gap

Statement	Actual	Expectancy	Gap
The pharmacy staff greets consumers who come to the pharmacy.	4.14	4.46	-0.32
The pharmacy staff is able to provide quick and responsive service.	4.28	4.63	-0.35
The pharmacy staff can provide solutions to consumers' complaints.	4.04	4.38	-0.34
The pharmacy staff immediately serves consumers who come to the pharmacy.	4.24	4.58	-0.34
The pharmacy staff can provide quick and responsive service to patients' complaints.	4.19	4.49	-0.30
The pharmacy staff is not busy with gadgets while serving consumers.	4.36	4.64	-0.28
Total Average	**4.20**	**4.53**	**-0.33**

The percentage of consumer satisfaction with the responsiveness dimension of over-the-counter drug services in pharmacies in Lowokwaru Subdistrict, Malang City is presented in the following Table 13:

Table 13. Percentage of Consumer Satisfaction score for the Responsiveness Dimension

Statement	Score	Maximal Score	Percentage (%)	Consumer's Satisfaction Level
The pharmacy staff greets consumers who come to the pharmacy.	414	500	82.8	Very Satisfied
The pharmacy staff is able to provide quick and responsive service.	428	500	85.6	Very Satisfied
The pharmacy staff can provide solutions to consumers' complaints.	404	500	80.8	Very Satisfied
The pharmacy staff immediately serves consumers who come to the pharmacy.	424	500	84.8	Very Satisfied
The pharmacy staff can provide quick and responsive service to patients' complaints.	419	500	83.8	Very Satisfied
The pharmacy staff is not busy with gadgets while serving consumers.	436	500	87.2	Very Satisfied
Total	**2525**	**3000**	**84.16**	**Very Satisfied**

Based on the table above, it was found that the highest level of consumer satisfaction was in the sixth statement with a gap of (-0.28) and a consumer satisfaction rate of 87.2%, indicating that pharmacists were not busy with gadgets while serving consumers. The lowest level of satisfaction based on the gap was found in the second attribute with a gap of (-0.35), regarding pharmacists' ability to provide quick and responsive service. Meanwhile, the lowest level of satisfaction based on the percentage of consumer satisfaction was found in the third statement with a percentage of 80.8%, regarding pharmacists' ability to provide solutions to consumer complaints.

Based on the gap analysis data for the responsiveness dimension, it can be inferred that the performance of pharmacy staff in providing quick and responsive service is considered less than satisfactory. Moreover, based on the consumer satisfaction percentage data, the performance of pharmacy staff in providing solutions to consumer needs is considered to be least satisfactory. This is likely due to a shortage of staff in pharmacies. Lowokwaru Subdistrict has the largest population in Malang City and is also the most densely populated subdistrict. Given these conditions, the large number of consumers in pharmacies in Lowokwaru Subdistrict and the limited number of staff have resulted in pharmacy staff being unable to meet consumer expectations for quick and responsive service. Pharmacies are responsible for providing a sufficient number of qualified personnel to deliver excellent service. The results of this study are consistent with the findings of Bahem (2017) and Endang (2021). Both studies found that the performance of pharmacy staff was least able to meet consumer expectations in the dimension of responsiveness, specifically in terms of fulfilling consumer expectations for prompt and responsive service and providing solutions to consumer needs.

e. Emphaty Dimension

Table 14. Emphaty Dimension Statement Gap

Statemnt	Actual	Expectancy	Gap
The pharmacy staff is polite and courteous to consumers.	4.35	4.58	-0.23
The pharmacy staff provides pharmaceutical services to consumers regardless of their social status.	4.12	4.38	-0.26
The pharmacy staff gives equal attention to all consumers.	3.98	4.42	-0.44
The pharmacy staff maintains a good relationship with consumers.	4.11	4.38	-0.27
The pharmacy staff understands consumers' complaints.	4.00	4.33	-0.33
The pharmacy staff communicates effectively when providing services to consumers.	4.08	4.34	-0.26
Total Average	4.10	4.40	-0.30

The percentage of consumer satisfaction with the empathy dimension of over-the-counter drug services in pharmacies in Lowokwaru Subdistrict, Malang City is presented in the following Table 15:

Table 15. Percentage of Consumer Satisfaction score for the Emphaty Dimension

Statement	Score	Maximal Score	Percentage (%)	Consumer's Satisfaction Level
The pharmacy staff is polite and courteous to consumers.	435	500	87	Very Satisfied
The pharmacy staff provides pharmaceutical services to consumers regardless of their social status.	412	500	82.4	Very Satisfied
The pharmacy staff gives equal attention to all consumers.	398	500	79.6	Satisfied
The pharmacy staff maintains a good relationship with consumers.	411	500	82.2	Very Satisfied
The pharmacy staff understands consumers' complaints.	400	500	80	Satisfied
The pharmacy staff communicates effectively when providing services to consumers.	408	500	81.6	Very Satisfied
Total	**2464**	**3000**	**82.13**	**Very Satisfied**

Based on the table above, the highest level of consumer satisfaction was found in the first statement with a gap of (-0.23) and a consumer satisfaction rate of 87%, indicating that pharmacists were polite and courteous to consumers. On the other hand, the lowest level of satisfaction was found in the third attribute with a gap of (-0.44) and a consumer satisfaction rate of 79.6%, regarding pharmacists giving equal attention to all consumers. It was found that pharmacists tended not to give equal attention to all consumers.

It can be inferred that the performance of pharmacy staff in providing equal attention to all consumers is considered less than satisfactory. Pharmacists tend to have difficulty providing equal attention to all consumers due to limitations in knowing each consumer individually, which inevitably affects the quality of pharmaceutical services provided. As pharmacy staff, they should be able to provide equal attention to all consumers and avoid favoritism so that every consumer feels comfortable when visiting the pharmacy. The results of this study diverge from those of Nureeyah Bahem's research (2017), which found that consumers perceived a lack of empathy from pharmacy staff as the most significant shortcoming in meeting their expectations. However, the findings align with the previous study conducted by Norma Endang DH (2021), which revealed that consumers felt pharmacy staff tended to provide unequal attention to different customers, thus failing to meet their expectations.

f. Analysis of Consumer Satisfaction with Over-the-Counter Drug Services in Pharmacies in Lowokwaru Subdistrict, Malang City

The average total gap score for each SERVQUAL dimension obtained from the research conducted in pharmacies in Lowokwaru Subdistrict, Malang City is as follows:

Table 16. SERVQUAL Dimension Gap Rate

Service quality dimensions	Average		Gap
	Actual	Expectancy	
Assurance	4.16	4.35	-0.19
Tangible	4.18	4.51	-0.33
Reliability	4.15	4.49	-0.34
Responsiveness	4.20	4.53	-0.33
Emphaty	4.10	4.40	-0.30
Total Average	**4.15**	**4.45**	**-0.29**

The percentage of consumer satisfaction for each SERVQUAL dimension of over-the-counter drug services in pharmacies located in Lowokwaru Subdistrict, Malang City is presented in the following Table 17:

Table 17. Percentage of Consumer Satisfaction score for the SERVQUAL Dimension

Service quality dimensions	Score	Maximal Score	Percentage (%)	Consumer's Satisfaction Level
Assurance	1248	1500	83.2	Very Satisfied
Tangible	2513	3000	83.7	Very Satisfied
Reliability	2906	3500	83.02	Very Satisfied
Responsiveness	2525	3000	84.16	Very Satisfied
Emphaty	2464	3000	82.13	Very Satisfied
Total	**11656**	**14000**	**83.24**	**Very Satisfied**

Consumer satisfaction in this study was measured using a Likert scale ranging from -4.00 to 4.00. The satisfaction levels were categorized as: very dissatisfied (-4.00 to -2.41), dissatisfied (-2.40 to -0.81), neutral (-0.80 to 0.80), satisfied (0.81 to 2.40), and very satisfied (2.41 to 4.00). Additionally, satisfaction levels were also determined based on the percentage of respondents who chose each category. Based on Table 16, the average total gap score was -0.29, indicating a moderate level of overall satisfaction. However, based on Table 17, the total percentage of consumer satisfaction with the service quality dimension reached 83.24%, indicating a very high level of satisfaction. This indicates that, in general, consumers are very satisfied with the services provided by pharmacies in Lowokwaru Subdistrict, Malang City.

The research results showed that the overall level of consumer satisfaction with over-the-counter drug services in pharmacies in Lowokwaru Subdistrict, Malang City, was moderate (-0.81 to 0.80). The average gap value of -0.29 indicates a gap between consumer expectations and pharmacy performance, where consumer expectations tend to be higher. This suggests that consumers feel that the services provided by pharmacies have not fully met their expectations.

Conclusion

Based on the research findings, the overall level of consumer satisfaction with the quality of service falls within the moderate category (-0,81 to 0,80), with an average gap of -0,29. However, considering the total percentage of consumer satisfaction with the service quality dimension, which is 83,24%, it can be concluded that most consumers are satisfied (80% to 100%) with the services provided by pharmacies in Lowokwaru Subdistrict, Malang City.

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