

# A survey of consumer expectation in community pharmacies in Bandung, Indonesia

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## ABSTRACT

The pharmacy has an important social as well as a functional role within an integrated health care system. Service quality has been an important topic to both health care providers and marketers as well as the focus of much recent research. This study was aimed to measure the service quality of community pharmacy based on patient's perceptions. A written survey was carried out among pharmacy costumers (n=500) in Bandung, Indonesia (in 5 community pharmacies). The survey method used questionnaire with Cross-Sectional descriptive study approaches and SERVQUAL model. The level of patient satisfaction was mapped by Cartesian diagram. Mapping attribute on Cartesian Diagram majority on quadrat B, means the patients who purchased the prescription was satisfied with the services provided. The results showed that patients who purchased their prescription at five of community pharmacies overall very satisfied with the services provided and no one really needs to be a priority to increase the satisfaction of patients with prescription treatments given.

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## INTRODUCTION

The pharmacy has an important social as well as a functional role within an integrated health care system. Efforts to improve public health can be performed by a pharmacist in a pharmacy by applying the concept of pharmaceutical services (Villako and Raal, 2007). Development of the pharmacy system and service is not only important from the viewpoint of the pharmacist as an entrepreneur, but also from the viewpoint of the whole society (White and Klinner 2011). Although pharmacy services are an integral part of health care system, there is limited research regarding service quality in this field. Traditionally, health care professionals including community pharmacists have been regarded by the public as delivering unquestioned services (Westerlund and Bjork, 2006). Patient satisfaction is an important measure of how well services are provided (Kukukarslan and Schommer, 2002). During the past decade, concern for service quality reached unprecedented levels. The present 'quality revolution' has been fired by exacerbated competition and many

companies have now accepted the challenge of improving service quality. Service quality has been an important topic to both health care providers and marketers as well as the focus of much recent research because it contributes to the overall success of the health care practice (Mahon, 1996). Service quality can have a significant effect on patient satisfaction. Generally, the factors that influence the concept of patient satisfaction, as seen from the patients' perspective, are primary important. Other perspectives, such as those of the health care professionals, are lesser value (Fridlund, 2002).

Satisfaction has a positive relationship to purchase intentions and customer loyalty (McAlexander *et al.*, 1994). Patient satisfaction is also a key aspect of health care, and it has been shown that there is a strong relationship between communication and patient satisfaction (Giltlow and Melby, 1991). The study is aimed to measure the quality of healthcare services delivered to patients by pharmacy in Bandung based on patient perceptions. Bandung is the city's largest metropolitan West Java as well as being the capital of the province. It is located 140 km southeast Jakarta, and the third largest city in Indonesia after Jakarta and Surabaya by population. While Bandung Raya is the third largest metropolitan in Indonesia after Jabodetabek and Gerbangkertosusila.

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