

## **The Effect of Pharmaceutical Care against Patient Loyalty with Intervening Variables of Patient Satisfaction at "X" Pharmacy, Sukoharjo Regency**

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### **ABSTRACT**

Health services is an effort that carried out independently or jointly and directed to improve the optimal health status for the community. Pharmacy is a pharmaceutical services facility where pharmacists doing pharmaceutical practice. Currently, pharmacy services in pharmacy are required to change orientation from product or drug oriented to being patient oriented.

This study aimed to determine whether there was an effect of pharmaceutical care on patient satisfaction, to find out whether there was an effect of pharmaceutical care on patient loyalty, to find out whether there was an effect of patient satisfaction on patient loyalty, and to find out whether there was an effect of patient satisfaction in partially mediating the relationship between pharmaceutical care and patient loyalty.

The sample used in this study were patients who came to the pharmacy and bought drugs accompanied by pharmaceutical services for the April - October 2020 period using purposive sampling technique. Data analysis obtained from testing was carried out by knowing whether there was an effect or not carried out by statistical tests, Anova test using the SPSS 16th version.

The results showed that pharmaceutical care had a positive effect on patient satisfaction (sig 0.000 <0.05), pharmaceutical care had a positive effect on patient loyalty (sig 0.000 <0.05), patient satisfaction had a positive effect on patient loyalty (sig 0.000 <0.05), and patient satisfaction has an effect in partially mediating the relationship between pharmaceutical care and patient loyalty (sig 0.000 <0.05).

**Keywords:** Health Services, Pharmacy, Pharmaceutical Care, Satisfaction, Loyalty

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**BACKGROUND**

Health service is an effort that carried out independently or jointly and directed to improve the optimal health status for the community. One of the suggestions for health care providers is a pharmacy (Handoko, 2012). Importance of function of the pharmacy in improving the public health status is supported by the government. Pharmacy is a professional service for pharmacists and as a form of health service that is obliged to provide and distribute drugs and other pharmaceutical supplies (Depkes RI, 2009).

Pharmacy is a pharmaceutical service facility where pharmacists doing pharmaceutical practice. A pharmacist is pharmacy graduate who has graduated and has taken the oath of office as a pharmacist, based on the applicable laws and regulations, has the right to perform pharmaceutical work in Indonesia as a pharmacist (Depkes RI, 2009).

Pharmacy services in pharmacies are currently required to change orientation from product or drug oriented to patient oriented (Arimbawa, Suarjana and Wijaya, 2014). In fact, there are still many pharmacies that function no more than just ordinary pharmaceutical retailers with more product-oriented services (Astuti, 2013). The implementation of a retail pharmacy business cannot actually compared to other retail businesses because pharmacies are a business that is full of regulations and professional ethics. The existence of regulations and ethics that regulate the pharmacy business is due to the risk of the drugs that will be sold to the public.

The number of pharmacies that have sprung up will cause competition. Competition is very important to success or failure of a company. Competition determines the activities necessary for companies to be achieved, innovate and implemented well. Competitive strategy is an effort to find a favorable competitive position in an industry, a fundamental area where competition takes place. Competitive strategy aims to foster a favorable and strong position against the forces that determine competition (Porter, 1998).

According to Bharawadj (1993), to win the competition, a company must have a strategy by creating customer loyalty. Consumer loyalty is a sizeable impact on a company and is a significant source of excellence for the company. Consumer loyalty will increase revenue, reduce promotional costs, and lower costs in providing profitability.

Consumer loyalty is formed from a continuous relationship between consumers and business people. Consumer loyalty is a type of consumer commitment to purchase a product or use a service at the next opportunity. Achievement to maximum consumer loyalty is certainly not as easy as turning the palm of the hand, of course there is a process that consumers must be satisfied first. Company that want to get consumer loyalty must understand that this is a result of customer satisfaction, the expectations of consumers are met with the services provided (Kotler and Armstrong, 2008).

Customer satisfaction gives the company many benefits, namely the achievement of consumer loyalty (Fornell, 1996). Consumers who are very satisfied with a company will tend to buy products or services from brands that influence purchase intention. Satisfaction is the perception or impression of a performance and consumer expectations. If the performance is not as expected, the consumer is not satisfied. If performance exceeds expectations, consumers will be very satisfied or happy. To show whether the quality of the product or service is good or not, it can be measured from the level of customer satisfaction (Kotler, 2009).

Consumers who are already satisfied because they have received and reacted positively to treatment from pharmacists are committed to communicating well and being aimed at their health care providers. This means that consumer loyalty can be a direct result of pharmaceutical services (Pharmaceutical care). Health care providers will regulate

consumer expectations to minimize the difference between expectations and experiences experienced by consumers. Consumers who recover will expect good service and that will affect customer satisfaction and loyalty (Kotler, 2009).

## METHOD

The object of this research is Pharmaceutical Care towards patient loyalty through the intervening variables of patient satisfaction. The sample used in the study was patients who came to Potek and bought drugs along with pharmaceutical services for the period April - October 2020. The sampling technique used in this study was purposive sampling, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member. population to be selected as a sample.

## RESULT AND DISCUSSION

This study aims to determine whether there is an effect of pharmaceutical care on patient satisfaction, knowing whether there is an effect of pharmaceutical care on patient loyalty, knowing whether there is an effect of patient satisfaction on patient loyalty, and knowing whether there is an effect of patient satisfaction in partially mediating the relationship between pharmaceutical care on patient loyalty.

**Table 1. Ages of Respondent**

**Usia Responden**

|                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid 17 - 25 th | 4         | 3,3     | 3,3           | 3,3                |
| 26 - 35 th       | 12        | 10,0    | 10,0          | 13,3               |
| 36 - 45 th       | 29        | 24,2    | 24,2          | 37,5               |
| 46 - 55 th       | 10        | 8,3     | 8,3           | 45,8               |
| 56 - 65 th       | 65        | 54,2    | 54,2          | 100,0              |
| Total            | 120       | 100,0   | 100,0         |                    |

The results of the patient's age characteristics according to the Indonesian Ministry of Health, 2009 were taken in 5 categories based on inclusion criteria, namely late adolescence: 17-25 years, early adulthood: 26-35 years, late adulthood: 36-45 years, early elderly: 46-55 years and the final age of elderly: 56-65 years, the greatest outcome of patients who bought drugs was 56-65 years old which included late elderly age and the smallest outcome for patients who bought drugs was 17-25 years old which included late adolescence. In adolescence, the knowledge and insight they have will be broader and more responsible so that it is easier to receive a variety of good and positive information to be more aware of health so that they will more often carry out health-related checks (Simon, 2000).

**Table 2. Gender of Respondent**

**Jenis kelamin**

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Valid Laki-laki | 70        | 58,3    | 58,3          | 58,3               |
| Perempuan       | 50        | 41,7    | 41,7          | 100,0              |
| Total           | 120       | 100,0   | 100,0         |                    |

Based on the results of the analysis of the respondent's data above, it shows that the largest gender in this study were male and the lowest respondent was female. Men do more activities outside the home and as workers so they are more aware of the importance of health.

**Table 3. Tertiary Education of Respondent**

| Pendidikan terakhir |              | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|--------------|-----------|---------|---------------|--------------------|
| Valid               | SMP          | 5         | 4,2     | 4,2           | 4,2                |
|                     | SMA          | 54        | 45,0    | 45,0          | 49,2               |
|                     | Akademi      | 57        | 47,5    | 47,5          | 96,7               |
|                     | S1 / S2 / S3 | 4         | 3,3     | 3,3           | 100,0              |
|                     | Total        | 120       | 100,0   | 100,0         |                    |

Based on the results of the analysis of the respondent's data above, it shows that the highest number of respondents based on education is Academy, while the lowest number of respondents is S1 / S2 / S3.

**Table 4. Profession of Respondent**

| Pekerjaan Responden |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|--------------------|-----------|---------|---------------|--------------------|
| Valid               | Tidak Bekerja      | 11        | 9,2     | 9,2           | 9,2                |
|                     | Mahasiswa          | 1         | ,8      | ,8            | 10,0               |
|                     | PNS / ABRI / POLRI | 5         | 4,2     | 4,2           | 14,2               |
|                     | Wiraswasta         | 66        | 55,0    | 55,0          | 69,2               |
|                     | Pegawai Swasta     | 37        | 30,8    | 30,8          | 100,0              |
|                     | Total              | 120       | 100,0   | 100,0         |                    |

Based on the results of the analysis of the respondent's data above, it shows that the highest number of respondents based on occupation is self-employed, while the number of respondents with the lowest jobs are students.

**Table 5. Effects of Pharmaceutical Care against Patient's Satisfaction**

|   |                         | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|---|-------------------------|-----------------------------|------------|---------------------------|--------|------|
|   |                         | B                           | Std. Error | Beta                      |        |      |
| 1 | (Constant)              | ,179                        | ,104       |                           | 1,728  | ,087 |
|   | Pharmaceutical care (X) | ,944                        | ,028       | ,952                      | 33,705 | ,000 |

a. Dependent Variable: kepuasan Pasien( M )

Based on the results of the analysis in table 5, it shows that the pharmaceutical care variable has a positive coefficient on patient satisfaction, namely the value of B = 0.944 with a significance value of 0.000 ( $0.000 < 0.05$ ), this figure shows that pharmaceutical care has a positive and significant effect on patient satisfaction. This means that the higher or better the pharmaceutical care provided, the higher the patient's satisfaction.

**Table 5. Effects of Pharmaceutical Care against Patient's Loyalties**

| Coefficients <sup>a</sup> |                             |            |                           |       |      |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)              | 1,220                       | ,253       |                           | 4,821 | ,000 |
| Pharmaceutical care (X)   | ,645                        | ,068       | ,656                      | 9,450 | ,000 |

a. Dependent Variable: Loyalitas (Y)

Table 6 shows that pharmaceutical care has a positive coefficient on patient loyalty, namely the value of  $B = 0.645$  with a significance value of  $0.000$  ( $0.000 < 0.05$ ), this figure shows that pharmaceutical care has a positive and significant effect on patient satisfaction, meaning that it is higher or better. pharmaceutical care is given, the patient loyalty will be higher.

**Table 7. The effect of patient satisfaction on patient loyalty and the effect of patient satisfaction as a mediating variable on patient loyalty**

| Coefficients <sup>a</sup> |                             |            |                           |        |      |
|---------------------------|-----------------------------|------------|---------------------------|--------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                           | B                           | Std. Error | Beta                      |        |      |
| 1 (Constant)              | ,940                        | ,198       |                           | 4,756  | ,000 |
| Pharmaceutical care (X)   | -,829                       | ,172       | -,843                     | -4,830 | ,000 |
| kepuasan Pasien (M)       | 1,563                       | ,173       | 1,576                     | 9,025  | ,000 |

a. Dependent Variable: Loyalitas (Y)

Table 7 shows that patient satisfaction has a positive coefficient direction on patient loyalty, namely the value of  $B = 1.563$  with a significance value of  $0.000$  ( $0.000 < 0.05$ ), this number shows that patient satisfaction has a positive and significant effect on patient loyalty, meaning that the higher or better it is. Given patient satisfaction, the patient loyalty will be higher. Patient satisfaction as a mediating variable shows the result  $c'$  is significant at  $0.000$  (sig  $0.000 < 0.05$ ), and  $c' = -0.829 < c = 0.645$ , then the variable patient satisfaction is significant in partially mediating the relationship between pharmaceutical care and patient loyalty, meaning that the higher the patient's perceived satisfaction will increase patient loyalty.

## CONCLUSIONS

Pharmaceutical care has a positive and significant effect on patient satisfaction, meaning that the higher or better the pharmaceutical care provided, the higher the patient's satisfaction. Pharmaceutical care has a positive and significant effect on patient satisfaction, meaning that the higher or better the pharmaceutical care provided, the higher the patient's satisfaction.

Pharmaceutical care has a positive and significant effect on patient satisfaction, meaning that the higher or better the pharmaceutical care provided, the higher the patient's loyalty.

Patient satisfaction has a positive and significant effect on patient loyalty, meaning that the higher or better the patient's satisfaction is given, the higher the patient's loyalty.

Patient satisfaction is significant in partially mediating the pharmaceutical care relationship with the patient loyalty variable, meaning that the higher the patient satisfaction is felt, the more patient loyalty will be.

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