

THE LEVEL OF CONSUMER SATISFACTION WITH THE NON-PRESCRIPTION DRUG INFORMATION SERVICE AT THE PHARMACY WEDOMARTANI YOGYAKARTA AREA

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ABSTRACT

An essential pharmacy service is the pharmacists' information service on medications. This service will have an effect on improving customer satisfaction and raising awareness of the use of medications. Many clients are still unhappy with this service. This study aims to assess consumer satisfaction levels with the non-prescription drug information service provided at pharmacies in the Wedomartani area and identify gaps between consumer expectations and the actual service. This investigation is a cross-sectional, analytical, and observational study. A total of 142 customers, who bought over-the-counter medications at four pharmacies in the Wedomartani region between March and April 2022, served as respondents. The research instrument used is a service quality questionnaire with the servqual method. The questionnaires used have undergone validity tests, language comprehension tests, and reliability tests. There are two ways to complete surveys: offline (on paper) and online (using a Google form). Three methods are used to assess the data: gap analysis, customer satisfaction index computation, and importance-performance analysis (IPA). The findings revealed that (1) the results of the gap analysis were < 0 (negative value f), (2) the CSI analysis yielded a minimum value of 80%, and (3) there is a need to strengthen medication information services. The conclusions of this study are: there is still a gap between reality and expectations felt by consumers; Theoretically, drug information should be based on scientific information, but the delivery of drug information needs to be simplified so that it is easily understood by the recipient of the information. Accurate, fast, and high-quality drug information services will receive a positive assessment from the community, which can increase customer satisfaction with the services received.

Keywords: *Consumer Satisfaction, Drug Information Service, Pharmacy.*

INTRODUCTION

Based on Permenkes No. 73 of 2016, which regulates pharmaceutical service standards in pharmacies, pharmaceutical services have undergone changes that originally only focused on drug processing (drug oriented), and now developed into comprehensive services including drug services, and clinical pharmacy services, that aim to improve the quality of life of patients. Currently, pharmacists are required to always improve their knowledge, skills, and professionalism to carry out direct interactions with patients (Permenkes RI 2016). Drug Information Services (PIO) is part of clinical pharmacy services, which is also the duty and responsibility of a pharmacist and is a very important part to be able to improve the quality of public health (Saibi et al. 2020). The paradigm shift from drug-oriented to patient-oriented with the pharmaceutical care paradigm is the result of demands from

consumers. Patients want quality pharmaceutical services (Evi, Ningsih, & Handayani, 2023).

Consumer satisfaction is a person's feeling of pleasure or disappointment derived from a comparison between his impression of the performance or results of a product and his expectations. Satisfaction related to service quality is everything that patients perceive as quality. An indicator that can be used to determine the quality of health services is to measure consumer satisfaction with health services (Akhmad et al. 2019). The determination of service quality that can satisfy customers is determined by the size of the service quality (servqual). The measurement of servqual is by paying attention to five dimensions of quality, namely tangibles (physical evidence), which include facilities and facilities that can be felt by consumers, such as the adequacy of seats in the pharmacy waiting room, pharmacy cleanliness, and the availability of bulletins to support PIO. Reliability is the ability to provide services that satisfy consumers, such as pharmacists' ability to provide PIO in a complete, clear, and easy-to-understand manner. Responsiveness is the ability to provide services to consumers quickly and precisely. Assurance is the ability of pharmacists to convince consumers and guarantee that every PIO given is right for their needs. Empathy is the ability to foster relationships, care for, and understand consumer needs emotionally (Evi et al., 2023).

The results of research conducted by Baroroh (2014) show that pharmacy consumers in the city of Yogyakarta are satisfied with pharmaceutical services in the dimensions of tangible and empathy, while in the dimensions of assurance, responsiveness, and reliability, consumers are less satisfied because they think pharmacy performance is still low compared to expectations (Baroroh 2014). Another study on the evaluation of PIO on non-prescription drugs states that most pharmacists only exercise hospitality in communicating and conveying the name of the drug, while the ability to respond to symptoms and information on drug use is still minimal (Purwa 2019).

If the expectations desired by consumers are achieved following the reality given, then it can be stated that consumer satisfaction can be realized. Thus, customer satisfaction is important to research because it will affect the quality of service provided. Furthermore, the measurement of consumer satisfaction can be an ongoing effort in improving and maintain the quality of health services. A low level of satisfaction indicates that there is still a gap between consumer expectations and perceptions, which will affect consumer satisfaction (Rahayu & Sutrisna 2022). A negative gap value indicates poor service quality, so it needs to be improved. The ideal value of the gap is 0, and if the gap value is positive, then it indicates that reality exceeds consumer expectations (Addin, Marchaban, & Sumarni, 2021).

This study was done at Wedomartani Village to find out how satisfied customers are with the service they receive from the pharmacy there and to see whether there is a discrepancy between what customers really receive and what they expect. In order to fairly represent all pharmacies in the village of Wedomartani, the four randomly chosen pharmacies for this study are Apotek K, Apotek V, Apotek P, and Apotek V. It is crucial to understand whether the medication information services offered at the pharmacy in Wedomartani Village have met or exceeded consumer expectations. This research aims to assess the level of customer satisfaction and identify potential gaps between consumer expectations and the reality of drug information services provided by pharmacists at Wedomartani Village pharmacies, focusing on the dimensions of tangibles, empathy, assurance, responsiveness, and reliability.

RESEARCH METHODS

This study is an analytical observational study with a *cross-sectional study* design. The number of respondents used in this study was 142 consumers who came to buy drugs without a prescription at four pharmacies in Wedomartani Village, Sleman Regency, Yogyakarta, during March–April 2022. The inclusion criteria are consumers aged 17–60 years who buy drugs without a prescription, receive drug information services from pharmacists, and are

willing to become respondents by filling out questionnaires voluntarily. The exclusion criterion is that respondents do not fill out the questionnaire completely.

Research Instruments

The instrument used in this study was a questionnaire. The questionnaire to measure consumer satisfaction was made using the *servqual* model and prepared using the Likert scale. This *servqual* questionnaire model was updated from Pangala's (2014) research, and it has undergone validity testing, language comprehension testing, and reliability testing. Validity testing was done with 34 respondents, and the results showed that each statement had a product moment correlation value of >0.3 ; language comprehension testing was done with 5 respondents, and reliability testing was done with 34 respondents; and the results were Cronbach's alpha values of 0.886 for the statement of reality and 0.981 for the statement of expectation. To assess respondents' responses, a Likert scale of 1 –5 is used, the Likert scale was selected because it may be used to gather information on consumer preferences, satisfaction levels, and expectations regarding particular goods and services. Organizations can improve their products and services by better understanding consumer viewpoints and needs with the aid of the Likert scale's results. The questionnaire is divided into two parts, namely reality (perceived by consumers) and consumer expectations. In total, the questionnaire amounts to 18 statement items representing each aspect of the five dimensions *servqual*.

Research Procedure

1. Data Collection Techniques

The sampling technique used in this study is accidental; that is, the sample population is made up of pharmacy consumers who buy over-the-counter medications and willingly take part in the study by answering the questionnaire at Wedomartani Village Area Pharmacy. Each respondent can only fill out the questionnaire once. The questionnaire is administered both offline (in person) and online (the researcher sends a Google Form to the respondents over WhatsApp). A Google Form is used to collect responses from the respondents and make information gathering simpler. The online option is used to avoid pharmacy crowds, considering the COVID-19 pandemic conditions are still happening.

2. Data processing

Data processing in this study is done by examining all collected data (*editing*). Perform calculations on each number of each statement item that has been answered by respondents and group them based on the variables to be studied. Calculations are carried out by entering data into a computer program (*processing*). Recheck the data that has been entered into the software or computer program to determine whether it is appropriate or not (*cleaning*).

Data Analysis

The data analysis methods used in this study include :

1. Descriptive analysis methods are used to provide an overview of the data collected in the study as well as sharpen the analysis carried out (Talakua, Anas, & Aqil 2020). The data used are the characteristics of respondents who received drug information services at pharmacies in Wedomartani Village, Sleman Regency, Yogyakarta.
2. The Gap analysis method is used to measure the gap that occurs between reality and customer expectations and aims to determine the level of customer satisfaction specifically. Used as a basis for determining prioritized dimensions to be a guideline in the improvement of future drug information services. The formula used is $Gap = \text{performance score} - \text{expectation score}$ (Pangala 2014). Performance scores and expectations are obtained from consumer assessments of drug information services that consumers receive at pharmacies, this analysis compares the *mean* between

reality and expectations. Each attribute is measured on a Likert scale of 1 –5 which refers to the five dimensions of responsiveness, reliability, tangibles, assurance, and empathy. In this study, the highest satisfaction score was $5-1 = 4$, and the lowest satisfaction score was $1-5 = -4$. Then the score is entered into a formula to find the satisfaction value interval. Class interval formula:

$$\begin{aligned} \text{class interval} &= \frac{(\text{highest score} - \text{lowest score}) - (\text{lowest score} - \text{highest score})}{\text{number of classes}} \\ &= \frac{(5-1)-(1-5)}{5} = 1.6 \end{aligned}$$

Table I. Classification and Interpretation A Gap Analysis
(Siahaan & Agustini 2021)

Interval	Classification	Satisfaction Level
-4 to < 0	Negative	Less satisfied than expected
≥ 0 to 1.6	Positive	Satisfaction equals consumer expectations
>1.6 to 4	Very positive	More satisfied than consumer expectations

3. *Importance Performance Analysis* (IPA) is a method to map consumer perceptions of the level of importance of service aspects with consumer perceptions of performance. This study uses the IPA method to be able to determine the priority order of increasing factors that affect consumer satisfaction with drug information services in pharmacies. In the science analysis, there are two parts, namely calculating TKI (level of conformity). The level of conformity is the comparison of the perception score with the expected score; this level of conformity will determine the order of service priority expressed in the cartesian diagram. The calculation of the level of conformity is done by the formula: $\text{TKI} = \frac{X_i}{Y_i} \times 100\%$. Information from TKI is the level of suitability of respondents, X_i is a reality score, and Y_i is an expectation score (Supranto 1997). The criteria for TKI assessment are: (1) a TKI score $> 100\%$, meaning that the services provided have exceeded what is considered important by consumers (very satisfactory). (2) The TKI score is 100% , meaning that the services provided are up to or equal to consumer expectations. (3) TKI score $< 100\%$, meaning that the services provided are less than or do not meet consumer expectations. For TKI scores of $< 100\%$ can be explained again as follows: (1) $0 - 64\%$, meaning consumers are very dissatisfied. (2) $65 - 89\%$, means consumers are not satisfied. (3) $90 - 99\%$, meaning the consumer is quite satisfied (Supranto 2011). The calculation results from the use of the TKI formula are then included in the cartesian diagram analysis to determine the factors that affect customer satisfaction, which becomes a priority scale for pharmacies for further service improvement (Rahmawati and Nugraheni, 2018).
4. The Customer Satisfaction Index (CSI) is a method used to determine the level of overall consumer satisfaction by taking into account of importance of product attributes or features. In CSI analysis several stages of calculation need to be done. The several stages and formulas used in CSI analysis in this study refer to one of the journals and can be accessed in <https://ejournal3.undip.ac.id/index.php/gaussian/article/view/10132>. There are five levels, namely: very dissatisfied ($0-34.99\%$), dissatisfied ($35-50.99\%$), less satisfied ($51-65.99\%$), satisfied ($66-80.99\%$), and very satisfied ($81-100\%$). (Harianja, Rahmawati, & Mukid 2015)

RESULTS AND DISCUSSION

This research was carried out at the Wedomartani Village Area Pharmacy, Sleman Regency, Yogyakarta, in March – April 2022, with a total of 142 samples obtained. The data are obtained using a list of statements that have been compiled in the form of questionnaires. Furthermore, the complete research results will be presented in the form of a table, which includes: Consumer Characteristics at Wedomartani Village Pharmacy

In this study, the characteristics of respondents who received non-prescription drug information services at the pharmacy in Wedomartani Village, Sleman Regency, Yogyakarta, which included gender, age, last education, and the number of visits, are detailed in **Table II**.

Table II. Characteristic data of visitor respondents (apotek wilayah desa Wedomartani) for the period March-April 2022

Information	Total (n)	Percentage (%)
Age		
17-25 years	20	14.1 %
26-34 years	27	19.0 %
35-43 years	73	51.4 %
44-52 years	12	8.5 %
53-60 years	10	7.0 %
Gender		
Man	47	33.1 %
Woman	95	66.9 %
Education level		
Diploma/Bachelor	82	57.7 %
SMA	48	33.8 %
JUNIOR	12	8.5 %
Visit to the Pharmacy		
>10 times	10	7.0 %
6-10 times	19	13.3 %
2-5 times	110	77.5 %
1 time	3	2.1 %

Based on **Table I** It can be seen that most of the respondents in this study are consumers, namely women, with a percentage value of 66.9% and an age range of 35-43 years, with a percentage value of 51.4%. The highest level of education among respondents is the last diploma or bachelor's degree with a percentage value of 57.7%. As well as the number of visits of pharmacy consumers who were the most frequent research respondents, namely 2-5 times with a percentage value of 77.5%.

1. Analyze the *gap* and the degree of conformity between the perceived reality of consumers and consumer expectations.

Table III. Data on Calculation of Gap Analysis and TKI % on pharmacy respondents in Wedomartani village for the period March-April 2022

Attribute Code	Statement	Performance (X)	Expectation (Y)	Σ Gap	TKI (%)
A. Reliability Dimension					
A1	Pharmacists can provide solutions to the problems faced.	4.80	4.87	-0.06	98.70
A2	The pharmacist conveys information about the usefulness of the drug to be purchased by the consumer.	4.91	4.91	0.00	100.00
A3	The pharmacist conveys information about how to use the drug.	4.10	4.92	-0.82	83.38
A4	The pharmacist conveys information on how to store the drug.	3.25	4.87	-1.63	66.62
A5	The pharmacist conveys information on drug side effects.	3.93	4.89	-0.96	80.29
A6	The pharmacist conveys information on additional therapies or lifestyle modifications.	3.10	4.86	-1.76	63.77
	Mean	4.01	4.89	-0.87	82.13
B. Dimension responsiveness					
B1	Pharmacists are responsive when providing drug information services.	3.74	4.94	-1,20	75.70
B2	Pharmacists serve quickly when consumers request a selection of drugs that suit their needs.	4.15	4.91	-0,75	84.62
B3	Pharmacists are quick to respond to consumer complaints.	4.22	4.87	-0,65	86.62
	Mean	4.04	4.91	-0.87	82.31
C. Assurance Dimension					
C1	The pharmacist conveys the drug information clearly and completely.	4.43	4.77	-0.34	92.87

C2	The information provided by pharmacists is easy for consumers to understand.	4.64	4.88	-0.24	95.08
C3	The pharmacist confirms that the medication received is a result of consumer requests and complaints.	4.77	4.77	0.00	100.00
	Mean	4.61	4.81	-0.19	95.98
D. Empathy Dimension					
D1	Pharmacists greet and greet when consumers come.	4.80	4.80	0.00	100.00
D2	Pharmacists provide drug information politely and kindly to consumers	4.81	4.90	-0.09	98.16
D3	Pharmacists patiently listen to consumer complaints.	4.80	4.80	0.00	100.00
	Mean	4.80	4.83	-0.03	99.39
E. Tangible Dimensions					
E1	Pharmacists wear neat and clean clothes.	4.85	4.85	0.00	99.96
E2	There are bulletins and posters in pharmacies to support the information conveyed.	4.80	4.80	0.00	100.04
E3	There is a clean and comfortable waiting room, and there is a special counseling room for consumers.	4.68	4.80	-0.15	96.80
	Mean	4.78	4.82	-0.05	98.93

Based on **Table III**. In the *reliability* dimension, after a gap analysis, a *gap* value of -0.87 (<0) is obtained, which means that this dimension is included in the negative interval class (consumers are less satisfied than they hope) (Sinollah & Masruro, 2019). This shows that there is still a gap and that it has not been able to meet consumer expectations. Furthermore, in the conformity level analysis (TKI), two statement attributes have a TKI value of $< 80\%$, namely at point A4 (66.62%) which means consumers are not satisfied, and at point A6 (63.77%), which means consumers are very dissatisfied with the services provided by pharmacists or pharmacy officers. This shows that complete medicine information is very necessary for consumers. Incomplete information will result in dissatisfaction. This shows the need for corrective

action to increase consumer satisfaction with drug information services, and pharmacy consumers. Based on research by [Anas, Djatmiko, and; Nourwaqiana \(2021\)](#), consumers need a variety of drug information with categories of answers to consumer assessments of various drug information services (a fairly high category). The information in question is the efficacy of the drug, dosage, how to use it, side effects, how to store the drug, food and drink, and activities that must be avoided. Based on Anas's research, [Djatmiko & Nourwaqiana \(2021\)](#) can interpret that pharmacy consumers feel that all forms of information about the drugs to be used are important for delivery and that consumers are entitled to receive maximum drug information services. Based on the results of the study, it can be seen that the service provider has not been able to meet consumer expectations, as seen by the gap value, which is still negative.

The responsiveness dimension is a consumer assessment of the pharmacist's ability to be able to provide fast and appropriate service to consumers ([Lumbantoruan & Malau, 2018](#)). In this dimension, based on the analysis of the gap value on the three attributes valued at -0.65 or <0 , this means that there is still a gap between expectations and reality so consumers are still not satisfied. Ability and proficiency when providing drug information services are very important for pharmacy officers and consumers; Similarly, the fulfillment of all consumer needs and desires in a short time will provide added value for the pharmacy in the eyes of consumers ([Anas et al. 2021](#)). Based on the analysis of TKI as a whole, the responsiveness dimension in this study is 82.31%, which means consumers are still not satisfied. For this reason, corrective actions are needed, so that consumers get the best service and can meet expectations for drug information services.

The assurance dimension is a consumer assessment of the knowledge and ability of pharmacy officers to foster trust in consumers. ([Lumbantoruan & Malau, 2018](#)). Based on the gap analysis, there is a gap in statements C1 and C2, as evidenced by the gap values in points C1 and C2, which are negative or <0 . This value means that patients expect clear and complete drug information ([Putra, Kresnamurti, & Yunita 2019](#)). Providing complete information to consumers will prevent medication errors ([Tedi, Astuti, & Mayasari 2021](#)). According to researchers [Anas et al. \(2021\)](#), the drug given is guaranteed.

The truth is that pharmacists and consumers believe that the drug given must be true, and can cure. Based on the TKI analysis of the assurance dimension in this study, an average value of 95.98% was obtained, which means consumers are quite satisfied. Based on this value, it can be said that services in this dimension have been carried out as well as possible, this is in line with the research of [Anas et al \(2021\)](#). ([Anas et al., 2021](#)).

The empathy dimension is the emotional ability of pharmaceutical personnel to understand, help, and feel what consumers feel ([Parumpu et al. 2022](#)). In this dimension, there is no gap, namely in statements numbers D1 and D3 (gap value 0.00), and there is a gap in statement number D2 (gap value -0.09). Overall, the average gap value in this dimension is -0.03 . This shows that in the empathy dimension, there are still gaps. For example, in this empathy dimension, patients can judge pharmacy staff based on their attitude and politeness when serving consumers ([Stevani, Putri & Side 2018](#)). Based on the analysis of the level of suitability (TKI) of the empathy dimension, overall, the three points of the states have a good conformity level value of 99.39%, which means they are quite satisfied. Based on this value, it can be said that the service in this dimension has been done as well as possible. Research by [Anas et al. \(2021\)](#) states that this value shows that the activities of pharmacists/pharmacy officers in drug information services can be served by using friendly and polite attitudes such as cheap smiles and soft but authoritative speech so that consumers will also be respectful and feel comfortable ([Anas et al. 2021](#)).

The tangible dimension (physical evidence) is a consumer assessment of the appearance and physical facilities in pharmacies (Prihartini et al. 2020). Based on Table III, the average value of the gap analysis on this dimension is still negative (-0.05), even though statements E1 and E2 are positive (0.00). This shows that there is still a gap. According to Permenkes (2016), the facilities and infrastructure needed to support pharmaceutical services in pharmacies include prescription reception rooms, drug delivery rooms, counseling rooms, leaflets, posters, and counseling aids. Based on the analysis of the level of suitability (TKI), an average value of 98.93% was obtained, which means that consumers are quite satisfied. Thus, it can be said that the infrastructure needed to support pharmaceutical services in pharmacies is available according to standards (Permenkes RI 2016) and in line with the research of Anas et al. (2021).

Most pharmacy consumers have been satisfied with the drug information services provided by pharmacists at Wedomartani Village pharmacies. However, satisfaction is subjective. So it is necessary to continue to improve the quality of drug information services in pharmacies. When viewed from the results of the gap analysis, overall the average value in these five dimensions has a value of <0 or a negative value, which shows that there is still a gap in drug information services in pharmacies in Wedomartani Village, so it requires continuous testing, to determine the efforts that need to be made for improvement. For better drug information services, by taking corrective actions or maintaining good service quality, action improvements can be known further in cartesian diagram analysis.

In addition to the aforementioned findings, we also discuss the study's limitations, one of which is the fact that not all of the respondents to this study received direct medication information services from pharmacists. It might impact the inquiry.

2. Analysis of pharmacy respondents' satisfaction in Wedomartani village for the period March-April 2022 based on cartesian diagrams (*Importance Performance Analysis*).

The Importance Performance Analysis method is carried out to group the attributes of *gap* values into a cartesian diagram that has four quadrant parts: quadrant I (top priority), and quadrant II (maintain achievement), quadrant III (low priority), quadrant IV (excessive service) (Parumpu et al. 2022). In this study, cartesian diagram analysis uses a statistical program, namely by entering the average value of the satisfaction level and the average value of the expectation level.

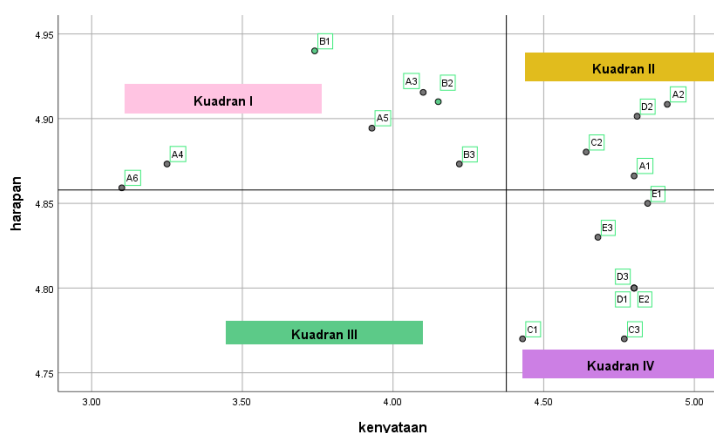


Figure 1. Cartesian diagram of *reliability, responsiveness, assurance, empathy, tangible* dimensions in Wedomartani village pharmacy respondents for the March-April 2022 period

Based on [Figure 1](#) Seven attributes fall into quadrant I which are referred to as “top priorities”, including, pharmacists conveying information about how to use drugs, how drugs are stored, drug side effects (A3, A4, and A5), pharmacists delivering additional therapy information or lifestyle modifications (A6), pharmacists being responsive in providing information services (B1), pharmacists serving quickly when consumers request the selection of drugs that suit their needs (B2), and pharmacists responding quickly to consumer complaints (B3). These seven attributes are considered important and are services needed by consumers, but in reality, consumers have not felt the service as expected, so they feel unsatisfied with the drug information service on the attributes above. Thus, it is necessary to take corrective actions on a priority scale and maximize every service that consumers consider important. For this reason, it is recommended that pharmacists in pharmacies in the Wedomartani village area pay special attention to the seven attributes above. Some actions that can be taken include repeating drug information orally and using simple, short, and clear language, so that it can be easily understood by consumers; besides that, simplifying communication language can also save time, inform consumers of warnings, and attract special attention related to drug use.

The attributes included in quadrant II are attributes that are considered important by consumers and are what consumers expect ([Sukma et al. 2020](#)). Based on [Figure 1](#). Four attributes fall into quadrant II, including pharmacists being able to provide solutions to problems faced by consumers (A1), pharmacists conveying information on the use of drugs to be purchased by consumers (A2), the information provided by the pharmacist being easy for consumers to understand (C2), and the pharmacist providing drug information politely and kindly to consumers (D2). These four attributes are important to consumers and are in line with consumer expectations. Thus, the level of consumer satisfaction is relatively higher for these four attributes. This condition must continue to be maintained because it is considered by consumer needs, and these things have provided good benefits and consumers have been satisfied ([Kartika Yudityawati et al., 2022](#)).

In this study, there are no attributes included in quadrant III, so this means that in this study there are no attributes that are low priority.

Quadrant IV is service attributes that have a low level of importance, but are highly implemented ([Purwanto & Sugiarto 2022](#)). Based on [Figure 1](#), seven attributes fall into quadrant IV, namely, the pharmacist conveys drug information clearly, and completely (C1) the pharmacist confirms that the drugs received are based on consumer requests and complaints (C3), the pharmacist greets and greets when the consumer arrives (D1), the pharmacist patiently hears consumer complaints (D3), pharmacists use neat and clean clothes (E1), there is bulletin board and posters in pharmacies to support the information conveyed (E2), there is a clean and comfortable waiting room, and there is a special counseling room for consumers (E3). In these seven attributes consumers have felt very satisfied, and they have been implemented optimally. So it is recommended that this quadrant is still done well as a form of responsible pharmaceutical service, but does not need to devote special attention or overdo these attributes, and can focus more on improving service attributes that require top improvement priority. So that all drug information services in pharmacies in Wedomartani Village can be balanced in providing services and can increase consumer satisfaction in all dimensions. ([Parumpu et al. 2022](#)).

3. Customer Satisfaction Index (CSI)

The Customer Satisfaction Index is conducted to determine the level of overall satisfaction by looking at the performance and expectations of each dimension of a service ([Parumpu et al., 2022](#)).

Table IV. CSI % Analysis Calculation Data

No	Dimension	CSI (%)
1	<i>Reliability</i>	80.31 %
2	<i>Responsiveness</i>	80.73%
3	<i>Assurance</i>	92.27 %
4	<i>Empathy</i>	96.07 %
5	<i>Tangible</i>	95.53 %

Based on Table IV It is known that the CSI value in each dimension is $\geq 80\%$. This means that the dimensions of reliability and responsiveness are included in the satisfied category, and then the assurance, empathy, and tangible dimensions are included in the very satisfied category. This shows that the performance of pharmacy officers has almost met consumer expectations.

The overall findings of this study indicate differences in the five qualities of over-the-counter drug information services. The main solution is to repeat drug information verbally and use short, simple sentences that are easy for consumers to understand. Simplifying communication language can also save time, inform about warnings, and draw special attention to issues related to drug use.

CONCLUSION

1. Based on the gap analysis, the overall dimension of this study is that there is still a gap between expectations and reality felt by consumers at Wedomartani Village Pharmacy. Theoretically, medicinal information should be based on scientific information, but the provision of medical information services should be simplified so that it is easily understood by the recipient of the information. Accurate, fast, and high-quality medical information services will form a positive assessment of the public, thus increasing consumer satisfaction with the services received.
2. Based on the analysis of IPA through the calculation of TKI on the *reliability* dimension and the *responsiveness* dimension, consumers are still not satisfied with the services provided, while in the assurance, empathy, and tangible dimensions, consumers are satisfied with the services provided (by consumer expectations).
3. Based on the analysis of the Customer Satisfaction Index, three dimensions fall into the "very satisfied" category, namely the assurance, empathy, and tangible dimensions, and two dimensions fall into the satisfied category, namely the reliability and *responsiveness dimensions*. These varied results show that the performance of drug information services provided in Wedomartani Village has almost reached consumer expectations; therefore, it is necessary to take corrective actions and improve the quality of drug information services on an ongoing basis to achieve overall consumer satisfaction in every attribute of the services provided. The priority scale in the process of improving drug information services is shown in a cartesian diagram.

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