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## THE INFLUENCE OF THE AVAILABILITY OF MEDICINES AND THE QUALITY OF PHARMACEUTICAL SERVICES ON THE SATISFACTION AND LOYALTY OF ROAD CARE PATIENTS IN PUSKESMAS BONTOSUNGGU DISTRICT OF SELAYAR ISLANDS

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### Abstract

This study aims to determine the effect of drug availability and quality of pharmaceutical services on the satisfaction and loyalty of outpatients at the Bontosunggu Community Health Center, Selayar Islands Regency. This research used a quantitative approach by taking a population of 38 patients at the Bontosunggu Community Health Center, Selayar Islands Regency. The data collection technique used questionnaire distribution, the sampling technique used purposive sampling with the Slovi formula, totaling 36 people, while the data analysis technique used path analysis. The results of the path test showed the influence of drug availability on satisfaction and in the second path test there was an influence of quality on satisfaction and in the third path test there was an influence of drug availability on loyalty, the influence of patient quality on loyalty and the influence of satisfaction on loyalty. As well as the results of the Sobel test, it was found that the influence of drug availability on satisfaction through loyalty and the influence of patient quality on satisfaction through loyalty. Based on the results of the study, there is still a need to improve drug inventory management, improve the quality of pharmaceutical services, hold regular training for pharmacy staff to improve communication skills. , Increasing patient satisfaction provides a comfortable and friendly environment for patients. 

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### Keyword :

Drug Availability, Patient Quality, Satisfaction, Loyalty

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## 1 Introduction

One of the parameters of service quality is the quality of pharmaceutical services at the Health Center, especially outpatient care, the availability of prescribed drugs used to meet the patient's needs for drugs. The quality of service is centered on efforts to meet the needs and desires of consumers and the accuracy of its delivery to balance consumer expectations, the factor that needs to be considered in the quality of service at the Puskesmas is fast and friendly service accompanied by a guarantee of the availability of medicines.

The shift in the paradigm of pharmaceutical services that initially only focused on drug processing (drug oriented) has now developed into a more comprehensive service. This approach includes not only drug services, but also a wider range of clinical pharmacy services, aiming to improve the patient-oriented quality of life. This shows a shift from simply administering medication to a more holistic service and focusing on the overall health needs of patients.

The philosophy of pharmaceutical services, known as pharmaceutical care, emphasizes the role of pharmacists in providing services that are not only limited to drug distribution, but also include therapy monitoring, patient

education, and treatment-related consultations. Through this approach, pharmacists serve as partners in the management of patients' health, ensuring that the use of medications administered is not only safe and effective, but also appropriate to the patient's individual conditions and needs.

Along with the development of this paradigm, pharmacists are required to continue to improve their knowledge and competence in order to provide quality pharmaceutical services. This includes a deep understanding of medicines, medical therapies, and the ability to communicate and work closely with other medical personnel in order to achieve optimal health outcomes for patients. Competent pharmacists will be able to make a significant contribution in improving the quality of health services as a whole.

Measurement of drug availability is an indicator that must be carried out every period because it concerns excellent service in ensuring the availability of indicator drugs for patients in order to achieve quality health services by processing data to ensure the availability of essential drugs and vaccines in health service facilities, especially in the working area of the Bontosunggu Health Center, Selayar Islands Regency.

Based on data from the World Health Organization (WHO) in 2020, the demand for drugs in the world will increase to USD 4.5 billion or around Rp. 63,000,000,000, estimated to increase to USD 10 billion or Rp. 141,141,000,000,000 in 2025, with an annual growth rate/CAGR of 17.3%. The high demand for this drug is due to the increase in drug consumption (WHO, 2020). Based on data from the Central Statistics Agency (BPS). Indonesia experienced drug demand growth in 2020 increasing by 5.69% and is predicted to increase to 12 billion rupiah in 2022 (Indonesian Central Statistics Agency, 2021).

Based on the results of the initial data assessment by the researcher on the number of drug needs at the Health Office and Health Center:

<b>Tahun</b>	<b>Dinas Kesehatan</b>	<b>Puskesmas Bontosunggu</b>
2021	Rp 13.298.685.850,62	Rp 686.579.057,71
2022	Rp 7.665.413.316,42	Rp 379.367.033
2023	Rp 6.709.872.535,79	Rp 319.088.332

Based on this data, it can be seen that there has been a decrease in the need for drugs both at the Health Office and at the Bontosunggu Health Center. Patient satisfaction is a level of patient feelings that arise as a result of the performance of health services obtained after the patient compares with what he feels. Patients will be satisfied if the performance of the health services obtained is the same or exceeds expectations (Handayani, 2016). Service quality is the service provided to customers in accordance with service standards that have been standardized as guidelines in providing services. Pharmaceutical services at the health center are a medical support service activity in the pharmacy installation of the health center that is patient-oriented, the provision of quality drugs and clinical pharmacy services that are affordable to all levels of society (Rusli, 2016).

## 2 Research Method

The strategy used in this study uses an associative research strategy. According to Sugiyono (2018: 92), associative strategy is a study that seeks an influence between two or more variables. The strategy that supports this study uses the survey sample method, namely by collecting and analyzing data by seeking opinions from the

subjects being studied (respondents) using questionnaires, which aims to find out whether or not there is an influence between the variables X1 (Drug Availability), X2 (Quality of Service) (Satisfaction) Y, (Loyalty) Z. This research will be carried out at the Bontosunggu Health Center, Selayar Islands Regency The research will be carried out on April-May 2024. Population is the entire object of research in the form of people, objects, events and symptoms that occur, which is a variable needed to solve research problems. Therefore, the population in this study of patients at the Bontosunggu Health Center, Selayar Islands Regency is 38 people.

### 3 Result and Discussion

The validity test was carried out to find out the extent to which the questionnaire prepared was able to measure the indicators to be measured or analyzed by using measuring tools. This validity test uses Pearson Correlation, which is by calculating the correlation between the score of each question item and the total score. To obtain the reliability of the measuring tool as a whole from the questionnaire, a correlation coefficient is sought using r table with a significance level of 5% or 0.05, from here the values  $df=n-2$ ,  $df=38-2=36$  are obtained. In the distribution table of the value of r table for 5% significance, the number r table = 0.270 is obtained then compared to the r value obtained from the table r with the r of the calculation result. If r is tabled in  $r < r$  calculated, then the statement is valid:

Table 4.1  
Drug Availability Variable Validity Test

Variabel	Indikator	Corrected Item-Total Correlation	r Tabel	Sig	Keterangan
Ketersediaan Obat (X1)	X1.1	0,379	0.270	0,019	Valid
	X1.2	0,760		0,000	Valid
	X1.3	0,813		0,000	Valid

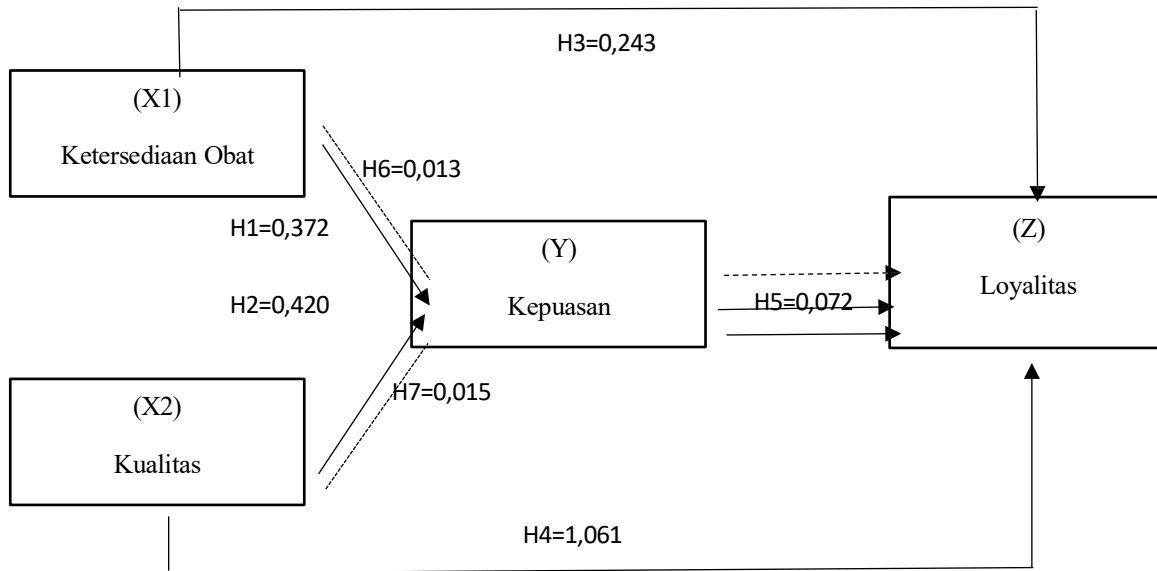
Variabel	Indikator	Corrected Item-Total Correlation	r Tabel	Sig	Keterangan
Ketersediaan Obat	X1.4	0,860	0,0	0,000	Valid
	X1.5	0,877		0,000	Valid
	X1.6	0,367		0,316	Valid
	X1.7	0,620		0,000	Valid
	X1.8	0,760		0,000	Valid
	X1.9	0,813		0,000	Valid

	X1.10	0,860	0,000	Valid
	X1.11	0,877	0,000	Valid
Kualitas Pelayanan (x2)	X2.1	0,411	0,010	Valid
	X2.2	0,872	0,000	Valid
	X2.3	0,640	0,000	Valid
	X2.4	0,784	0,000	Valid
	X2.5	0,898	0,000	Valid
Kepuasan (Y)	Y.1	0,706	0,000	Valid
	Y.2	0,932	0,000	Valid
	Y.3	0,824	0,000	Valid
	Y.4	0,843	0,000	Valid
Loyalitas (Z)	Z.1	0,664	0,000	Valid
	Z.2	0,758	0,000	Valid
	Z.3	0,769	0,000	Valid

Source : Primary Data processed, 2024.

From the table above, each statement item on the variables of drug availability, quality of service, satisfaction and loyalty, obtained the value of Corrected Item-Total Correlation > the value of R Product Moment. This shows that all indicators used in the variable are declared valid.

## Conceptual Framework



### Effect of drug availability on patient satisfaction

Based on the results of the t-test using the SPSS application, the t-value was calculated at 2,407, while the t-table was 1,688, the p-value was  $0.021 < \alpha 0.05$ , this shows that the drug availability variable has a positive effect and significance on outpatient satisfaction at the Bontosunggu Health Center, Selayar Islands Regency.

A pharmacy installation is a part or facility in the health center that carries out various pharmaceutical work activities to meet the needs of the health center. As an important unit, the pharmaceutical installation is tasked with supporting health services at the health center, both for inpatient and outpatient patients, as well as for all units including polyclinics. This unit is under the leadership of a pharmacist assisted by an assistant pharmacist who has met the requirements in accordance with the applicable laws and regulations.

Pharmacy installations of health centers play an important role in the procurement of pharmaceutical goods, management, and distribution to patients. This unit is fully responsible for all pharmaceutical goods circulating in the health center. In addition, pharmaceutical installations also have the task of providing ready-to-use drug information for all parties in need, including health workers at health centers. This function aims to ensure that drug management is carried out appropriately and in accordance with the patient's needs.

As the only unit that handles pharmaceutical goods in health centers, pharmaceutical installations not only focus on drug distribution but also on effective stock management. This unit must ensure that each drug is available in sufficient quantities without any waste. These tasks involve a careful planning process, measurable procurement, storage according to standards, and efficient distribution.

The cost of drug procurement is often one of the largest components in the operational budget of health centers. Therefore, pharmaceutical installations must carry out their duties with great care to ensure effective and efficient management. This efficiency is important to reduce the potential for budget waste without compromising the quality of services provided to patients.

According to researchers, the availability of drugs greatly affects patient satisfaction. When the necessary medications are well available, patients can get the care they need immediately. This can increase the effectiveness of treatment and speed up the healing process, which in turn will increase patient satisfaction with the health services received. On the other hand, if drugs are difficult to obtain or often out of stock, this can cause dissatisfaction and make it difficult for patients to get the right treatment. So, the availability of drugs plays an important role in influencing patient satisfaction in health services.

### **The effect of quality on patient satisfaction**

Based on the results of the t-count test of 1.688, while the t-table was 2.779, the p-value was  $0.009 < \alpha 0.05$ , this shows that the variable of service quality has a positive effect and significance on Outpatient Satisfaction at the Bontosunggu Health Center, Selayar Islands Regency.

Customer service has a very important role, because customers have the freedom to choose or use services from other professions that they consider more suitable for their needs and preferences. This condition encourages every service provider to continue to improve the quality of service so that it remains competitive and can meet customer expectations. Good service not only attracts customers' attention, but also creates a long-term relationship that is mutually beneficial.

In the context of strategic management, the stages of the process that are carried out effectively have a positive impact on efforts to provide the best service. Strategic management helps organizations to plan, direct, and manage resources optimally. With a strategic approach, services can be adjusted to customer needs, so as to increase efficiency and effectiveness in providing services.

Some of the factors that support the success of strategic management include the quality of human resources, the availability of funds, and adequate facilities and infrastructure. Competent human resources are a key element in the implementation of the strategy, while financial support and good facilities provide a strong foundation for policy implementation. If all these factors run synergistically, then the services provided will be able to meet the standards expected by customers.

Good leadership, discipline, and communication will have a direct impact on the quality of public services, especially those related to meeting the basic needs of the community. These three aspects are the foundation for creating community welfare through quality services. In the end, customers will choose a service provider who is able to provide the best service, so the service provider must continue to innovate and improve quality so that it remains the main choice of the community.

Factors that affect the success of clinics in supporting national health development include service quality, available facilities, affordable prices, and institutional image. By improving the quality of service, clinics can provide a better experience to patients. Adequate facilities also play a role in creating comfort during the service process.

Customer satisfaction, in this case the patient, is a very meaningful element for the success of a clinic. Patients who are satisfied are more loyal and tend to build long-term relationships with the clinic. Conversely, patient dissatisfaction can adversely affect the image of the institution and the sustainability of health services.

According to research, the quality of health services has a great influence on patient satisfaction. Patients tend to feel satisfied when they receive quality care, including aspects such as diagnostic accuracy, hygiene of health facilities, good communication with medical

personnel, and the effectiveness of the treatment provided. Friendly, professional, and patient-centric services can also increase their satisfaction. On the other hand, if the quality of service is not satisfactory, for example there is a medical error, unclear information, or lack of attention to the patient, this can reduce the level of patient satisfaction. Therefore, it is important for healthcare providers to continue to improve the quality of service to increase patient satisfaction.

### **Effect of drug availability on patient loyalty**

The results of the t-count test were 1.688 while the t-table was 16.086, the p-value was  $0.00 < \alpha 0.05$ , this showed that the performance variable had a positive effect and significance on outpatient loyalty at the Bontosunggu Health Center, Selayar Islands Regency.

The marketing mix is a tool used by companies to get the desired response from the target market. However, more than that, it is important for companies to understand the marketing mix from the customer's point of view. In the context of healthcare, this approach is key to ensuring that every element of the marketing mix is truly aligned with the patient's needs and expectations, creating a positive service experience.

From the patient's point of view, the marketing mix is the solution to the problem they are facing. Patients are looking for healthcare services that not only solve their health problems, but also provide ease and comfort in the process. Affordable costs, pleasant services, and good communication between the health center and patients are important elements that affect the patient's perception of these services.

Customer loyalty is one of the cores that must be considered by every company, including health centers. Loyal patients not only return to use the service, but also act as ambassadors who recommend the service to others. By increasing customer loyalty, health centers can create long-term, mutually beneficial relationships, both for patients and for the institution itself.

Increased customer loyalty brings many long-term benefits to health centers. In addition to ensuring the sustainability of patient visits, loyalty can also strengthen the image of the health center in the eyes of the public. Therefore, understanding the marketing mix from a patient's perspective and focusing on efforts to create customer satisfaction is a strategic step to increase loyalty and service success at health centers.

A customer is someone who continuously and repeatedly comes to a place that satisfies their desire by buying a product or getting a service and paying for the product or service. The role of the product marketing mix made by the company is very important for customers. Good and satisfactory quality can make customers interested in making purchases and eventually cause loyalty and not switch to other products, one of the factors that affect loyalty is the product and price where consumers will be loyal to a product if the product meets customer needs and satisfaction. Promotion is a key factor to create customer loyalty.

According to researchers, the availability of drugs also affects patient loyalty. When patients feel that the medications they need are always available at the health facility they visit, this can increase their trust and satisfaction with the service. Patients tend to be more loyal and choose to return to a health facility that consistently provides the necessary medications rather than looking elsewhere that may not guarantee the availability of medications. The availability of good medications can also help speed up the healing process of patients, which can ultimately strengthen the relationship between patients and healthcare providers. So, the availability of drugs not only affects patient satisfaction, but can also contribute to patient loyalty to the health services received.

### **The effect of quality on patient loyalty**

The results of the t-count test were 16,086 while the t-table was 1,688, the p-value was  $0.000 < \alpha 0.05$ , this showed that the variables had a positive effect and significance on outpatient loyalty at the Bontosunggu Health Center, Selayar Islands Regency.

This shows that the higher the empathy given, the lower the patient satisfaction. The aspects of empathy, and assurance are the two most important dimensions in increasing patient satisfaction in hospitals.

Previous study Liani, 2019 The direct effect of reliability on patient loyalty obtained a coefficient value of 0.007 was not accepted at the significance level of 5% ( $p > 0.05$ ) meaning that reliability had an effect, negative and insignificant on patient loyalty. This shows that reliability has no effect/no significant effect on patient loyalty. Consistent with the results of previous studies that found that any improvement in service quality (reliability) did not affect the decrease in patient loyalty. The direct effect of responsiveness on patient loyalty obtained a coefficient value of 0.008 was not accepted at the significance level of 5% ( $p > 0.05$ ), meaning that responsiveness had a direct, positive and insignificant effect on patient loyalty. And consistent with the results of previous studies, responsiveness has no effect on patient loyalty. The direct effect of guarantee on patient loyalty obtained a coefficient value of 0.090 was not accepted at the significance level of 5% ( $p > 0.05$ ) guarantee had a direct, negative and insignificant effect on patient loyalty. And consistent with the results of previous studies, responsiveness has no effect on patient loyalty.

A positive overall patient experience, from enrollment to post-treatment follow-up, contributes to higher levels of loyalty. Being responsive to patient feedback and continuous efforts to improve service quality can strengthen loyalty. Patient loyalty is essential for the sustainability of a healthcare facility because loyal patients tend to reuse the same services in the future. Providing positive feedback that can improve the reputation of the health service.

### **Effect of satisfaction on patient loyalty**

The results of the research showed that the t-count value was 1.803 while the t-table was 1.688, the p-value was  $0.001 < \alpha 0.05$ , this showed that the variables had a positive effect and significance on outpatient loyalty at the Bontosunggu Health Center, Selayar Islands Regency.

The higher the perceived level of service quality, the higher the consumer satisfaction. The statement emphasizes the close relationship between service quality and consumer satisfaction. A measure of the quality of service received is the level of comparison of what consumers expect with the service. Meanwhile, the measure of satisfaction is the consumer's evaluation of the service received by the consumer. Quality has a close relationship with customer satisfaction. The quality of service provides an encouragement to customers to establish a strong relationship with the company. In the long run, such a bond allows companies to understand carefully the expectations of customers as well as their needs. Thus the company can increase customer satisfaction where the company maximizes the pleasant customer experience and minimizes or eliminates the unpleasant customer experience. In turn, customer satisfaction can create loyalty or loyalty with customer satisfaction.

This is in line with a study conducted by Muhammad Luqman Hakim in 2019 on the Impact of Service Quality on Patient Satisfaction and Loyalty at the Outpatient Installation of Dr. Soebandi Jember Regional Hospital.



According to researchers, customer satisfaction has a significant influence on customer loyalty. Here are some ways how satisfaction affects loyalty When customers feel satisfied with a given product or service, they tend to have a positive experience that increases their likelihood of returning to the product or service in the future.

### **The Effect of Drug Availability on Satisfaction through Loyalty**

Based on the results of the t-value test, the sobel test results for the variable of drug availability (X1) to satisfaction (Y) through loyalty (Z) are 1.854 at a significance of 0.031. This shows that the value of t calculation is greater than the t table of 1,854 > 1,688 Therefore, it can be concluded that the availability of drugs has a positive effect on satisfaction through loyalty.

Loyalty is the final goal in a series of service processes at the health center. Every service provided by the health center is directed to create patient satisfaction. This satisfaction is the main foundation that can strengthen the long-term relationship between patients and health centers. Therefore, health centers must focus on improving the quality of services in order to be able to meet patient expectations optimally.

In the context of health service competition, patient satisfaction is a key element that determines the success of health centers. To win the competition, health centers must be able to provide superior services and meet the needs of patients. The level of customer satisfaction is highly dependent on the quality of the product or service provided. A product or service can be said to be of high quality if it is able to meet the specific needs of patients effectively and efficiently.

In this study, it was determined that pharmacist counseling, drug availability, and quality of pharmaceutical services are important needs of patients in health centers. Pharmacist counseling plays a role in providing clear and in-depth information about drug use, so that patients feel more confident in undergoing treatment. The availability of adequate medication is also a major factor, as patients expect prescribed medication to be available without hindrance.

According to researchers, the influence of drug availability on customer satisfaction through loyalty involves several important aspects in pharmaceutical management and health services. Refers to the ability of pharmacies or health facilities to provide medicines needed by patients without shortages.

### **The Effect of Quality on Satisfaction Through Loyalty**

Based on the results of the t-value test, the results of the sobel test for the service quality variable (X2) on satisfaction (Y) through loyalty (Z) are 1.7005 at a significance of 0.044. This shows that the value of t calculation is greater than the t-table Yakini 1.7005 > 1.688, so it can be concluded that quality has a positive effect on satisfaction through loyalty.

The results of the analysis using the Partial Least Square (PLS) method showed that the quality of services and costs had a significant influence on patient satisfaction at the health center. The quality of service is one of the key factors that determine the level of satisfaction, as patients tend to rate their experience based on how they are served. Meanwhile, cost also has an important role, as prices that match the patient's ability can increase the positive perception of the services received.

In addition to affecting patient satisfaction, service quality has also been proven to have a significant influence on patient loyalty. Quality services are able to create a strong emotional connection between patients and the health center, which ultimately encourages

patients to continue using health center services on an ongoing basis. In contrast, the study showed that cost had no significant effect on patient loyalty. This indicates that patient loyalty is more influenced by the service experience received than by cost considerations alone.

Based on these findings, health centers need to continue to improve the quality of services provided to patients. Quality improvement can include various aspects, such as staff professionalism, timeliness, facility comfort, and a more personalized approach to patients. In addition, the health center must also pay attention to the fees charged, ensuring that the price set remains affordable and in accordance with the value of the services provided.

Quality service is not only a need for private companies. Quality services are also needed by organizations and the public sector, especially the Government. Public services are the clearest benchmark of the Government's performance. That success in building effective, efficient, professional, and accountable public services will raise a positive image of the Government in the eyes of its people. One form of public service that is the responsibility of the Government is the provision of health facilities for the community.

According to the researcher The influence of quality on satisfaction through patient loyalty, the quality of health services covers various aspects, ranging from physical facilities, availability of medical technology, competence of health workers, to interpersonal interaction between medical staff and patients.

**Patient Satisfaction** Patient satisfaction is the extent to which a patient's expectations for health services are met. This satisfaction can be influenced by a variety of factors including the quality of services received, Patient Experience Satisfaction Indicators, wait times, attention from medical staff, and ease of administrative processes. **Health Outcomes** How effective the treatment is in achieving the expected health outcomes. **Quality Perception** How patients assess the competence and attitude of health workers.

Previous research has shown a positive relationship between service quality, satisfaction, and patient loyalty. For example, studies show that improvements in doctor-patient communication and the availability of health information can increase patient satisfaction and loyalty. Data collection through patient satisfaction surveys, satisfaction level analysis, and patient retention monitoring.

#### 4. Conclusions

Based on the results of the analysis and discussion in the research that has been carried out, it can be concluded in this study that: From the first line there is an effect of drug availability on satisfaction, then, then in the analysis of line II it is known that there is an influence of patient quality on satisfaction, then in the analysis of the III path it is known that there is an effect of drug availability on loyalty at the Bontosunggu Health Center, Selayar Islands Regency. In the sobel test, it can be found that there is an effect of drug availability on satisfaction through loyalty, and there is an influence of patient quality on satisfaction through loyalty at the Bontosunggu Health Center, Selayar Islands Regency. The implications of this study show that the availability of drugs and the quality of pharmaceutical services have a significant influence on the satisfaction and loyalty of outpatients at the Bontosunggu Health Center, Selayar Islands Regency. By ensuring the availability of adequate medicines and providing quality pharmaceutical services, health centers can increase patient satisfaction and loyalty, which in turn will contribute to increasing the public's reputation and trust in the health services provided.

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