

CUSTOMER SATISFACTION IS THE DRUG INFORMATION SERVICE SELF MEDICATION (SEVERAL STUDIES PHARMACY IN REGIONAL MALANG)

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Abstract

Healthy behavior and unhealthy behavior caused self-recovery when someone feels unwell or symptoms of a disease. This recovery is often called as self medication. Pharmacy's service must be oriented to patient not to the drug, it fits the Pharmaceutical Care. A pharmacy is a product and service that is in line with client's satisfactory. Clients satisfactory are one of the indicators that show the result of service's quality. This study aims to know client's satisfactory who did the self medication by doing equivalent analysis between the importance of medicine information service to the worker's quality that is done in the pharmacies in Malang city. Five dimension of satisfaction that is used as the basic of the counting in client's satisfactory level to the medicine's information service in self medication.

This study is a descriptive-quantitative study that is done in survey cross sectional by using questioner and interview to 500 clients who did self medication in the pharmacies in regional Malang. The sampling is done in purposive sampling. Then the data were analyzed by importance and performance matrix analysis.

From this studied shows that the information of medicine's side effect is in the first quadrant. Information about the name of medicine, the use of medicine, direction, response and answering client's questions, giving chances to the clients to ask for some questions, the serving are good and kind, the information can be trusted, the information is given in an easy way, and the workers look neat is in the second quadrant. Information about how the medicine works, how to keep the medicine, life style that must be changed when the medicine is consumed, interaction among the medicines, interaction between medicines and food, expires, and consulting to the doctor, confirming the information, and also the consultation's place is in the third quadrant. Information about the strength of medicine and the preceding information before the client asks is in the fourth quadrant. The conclusion from the study is the clients are not satisfied yet with the medicine's information service by self medication.

Key words : *self medication, pharmaceutical care, client's satisfaction, importance and performance matrix analysis*

INTRODUCTION

Background

Healthy behavior and bad habit trigger itself when a person feels pain or symptoms of a disease. This treatment is often called self medication. Self medication defined as the selection and use of drugs, both modern and traditional medicine by a person to treat disease or symptoms that can be recognized themselves (WHO, 1998). Self medication is the use of non-prescription drugs by a person or its own initiative (FIP, 1999). A pharmacy service has shifted its orientation from a *patient-oriented* to *drug oriented* with reference to Pharmaceutical Care (ISFI, 2004). Drug store is products and services associated to client satisfaction (Khasanah et al, 2003). Pharmacists are very essential in providing the services and having overall responsibility for all decisions related to drugs. Pharmacists' roles in giving self medication are such as communicator, provider of drugs quality, supervisor and trainer, collaborator and as a health promoter (WHO, 1998). Client satisfaction is one indicator of service quality evaluation. Reliability, responsiveness, assurance, empathy, and tangible are the five dimensions of satisfaction that is used as the basis for measuring patient satisfaction rate of drug information services on self medication.

Purpose

This study aims to determine the satisfaction of clients who do self medication by using analysis of correspondence between the importances of the elements of drug information services and the performance of officers who have performed at several pharmacies in Malang.

METHODS

Time and Place

This study was conducted about a month, starting on 10 May to 10 June 2010 at several pharmacies in the region of Malang.

Research Methods

This study is a quantitative descriptive study which was conducted by cross sectional survey using questionnaires and interviews on the 500 clients who do self medication in some pharmacies in Malang. The questionnaire used consisting of 22 items of statements and 22 items of performance level statement. Sample selection is done by *purposive sampling* with concerning to inclusion and exclusion criteria. Then the data was analyzed with analysis of importance and performance matrix. The levels of patient satisfaction is measured by looking at the difference between the level of performance (*performance*) and the level of importance (*importance*) of the client service delivery drug information on self medication, namely by reducing the value of index performance (NIK) with an index value of importance (NIP). If the NIK is higher than NIP ($= 0$), it is considered that clients are satisfied with the performance of pharmacist. However, if NIK is lower than NIP (< 0), it is considered than clients are not satisfied with the performance of pharmacist.

RESULTS AND DISCUSSION

Result

Based on demographic data from clients' samples that do self medication in some pharmacies in Malang Raya, the greatest frequency distribution was obtained on the

sample clients 17-25 years of age as much as 46%, the largest frequency distribution in samples of client educational level high school / equivalent to 55%, the largest frequency distribution on a sample of male clients as much as 58%, the frequency distribution of the largest clients in the selection of work samples, etc. (housewives, teachers, retired / retired, unemployed, builders, etc.) as much as 32??%, whereas for the frequency distribution sample of clients who have / do not buy drugs without a

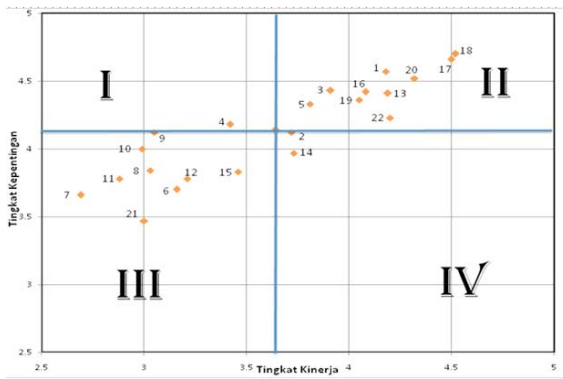
indices on the X axis and the average index value of the importance earned on the Y axis is the matrix of importance rate and level of performance using the average index value of the importance and the average value of the performance index as a boundary to determine the quadrant I , quadrant II, III quadrant, and quadrant IV. The index value and index performance for each variable are shown in Table I.

Table I. Performance index value (X) and importance index value (Y) in drug information service of self medication in some drugstore in Malang

No.	QUALITY OF SERVICE VARIABLE	X	Y
1.	Name of medicine	4.18	4.57
2.	Strong of medicine	3.72	4.12
3.	Indication of medicine	3.91	4.43
4.	Medicine effect	3.42	4.18
5.	How to take the medicine	3.81	4.33
6.	Work mechanism	3.16	3.70
7.	Medicine storage	2.69	3.66
8.	Life style that should be reduced as long as using the medicine	3.03	3.84
9.	Interaction among medicine	3.05	4.12
10.	Interaction between medicine - food	2.99	4.00
11.	Medicine expired date	2.88	3.78
12.	Consult to doctor	3.21	3.78
13.	Respond/answer questions well from cliently	4.19	4.41
14.	Giving information before the clients ask	3.73	3.97
15.	Feedback giving by clients	3.46	3.83
16.	Giving chances to ask questions if they do not understand.	4.08	4.42
17.	Politeness in giving information of medicine	4.50	4.66
18.	Friendliness in giving information of medicine	4.52	4.70
19.	Giving information trustily	4.05	4.36
20.	Explaining information in understandable language	4.32	4.52
21.	Private consultation place for giving information of medicine	3.00	3.47
22.	Performance of pharmacists	4.20	4.23
The average of performance index value (X) and the average importance index value (Y)		3.64	4.14

prescription at the pharmacy as much as 84% of clients said yes and 16% of clients said no. By connecting the average values ??of performance

To explain the results of the client then made diagrams of importance and performance matrix that can be seen in Figure 1.



Note of figure :

- I : Quadrant I (*attributes to improve*)
- II : Quadrant II (*maintain performance*)
- III : Quadrant III (*attributes to maintain*)
- IV : Quadrant IV (*attributes to De-emphasize*)

Figure 1. Importance and performance matrix diagram that clients do self medication in some pharmacies in Malang.

Then to measure the level of client satisfaction on the provision of information on drugs in pharmacies self medication services, performed by comparing the overall value. Overall assessment is the default value is compared with the value of each indicator. The

Table II. Performance Index Value difference (NIK) and the Value of Importance Index (NIP) at the Drug Information Service Self medication in Some Areas Pharmacies in Malang.

NO	QUALITY OF SERVICE VARIABLE	NIK	NIP	NIK - NIP
1.	Name of medicine	4.18	4.57	-0.39
2.	Strong of medicine	3.72	4.12	-0.4
3.	Indication of medicine	3.91	4.43	-0.52
4.	Medicine effect	3.42	4.18	-0.76
5.	How to take the medicine	3.81	4.33	-0.52
6.	Work mechanism	3.16	3.70	-0.54
7.	Medicine storage	2.69	3.66	-0.97
8.	Life style that should be reduced as long as using the medicine	3.03	3.84	-0.81
9.	Interaction among medicine	3.05	4.12	-1.07
10.	Interaction between medicine - food	2.99	4.00	-1.01
11.	Medicine expired date	2.88	3.78	-0.9
12.	Consult to doctor	3.21	3.78	-0.57
13.	Respond/answer questions well from cliently	4.19	4.41	-0.22
14.	Giving information before the clients ask	3.73	3.97	-0.24
15.	Feedback giving by clients	3.46	3.83	-0.37
16.	Giving chances to ask questions if they do not understand.	4.08	4.42	-0.34
17.	Politeness in giving information of medicine	4.50	4.66	-0.16
18.	Friendliness in giving information of medicine	4.52	4.70	-0.18
19.	Giving information trustily	4.05	4.36	-0.31
20.	Explaining information in understandable language	4.32	4.52	-0.2
21.	Private consultation place for giving information of medicine	3.00	3.47	-0.47
22.	Performance of pharmacists	4.20	4.23	-0.03

result is that if the value of each indicator is higher than standard value, it had been considered satisfied (Rangkuti, 2002). The definition of the standard value is the average of importance index values and the average of performance index value.

Difference between the performance levels and importance levels are calculated by subtracting the value of performance index (NIK) with an index value of importance (NIP). If the NIK is higher than the NIP ($= 0$), then it is considered satisfied. However, if the value is smaller than the NIP (< 0), then it is considered not satisfied. Difference between the level of performance and level of importance can be seen in Table II.

Discussion

The study found that quadrant I (high importance rates, lower performance level) consists of information about drug side effects. Quadrant II (high importance rates, a high performance level) consists of information about drug names, drug use, and the rules of use, responses and answers to client questions, providing the opportunity for clients to ask, polite and friendly service, reliable information, giving information in an easily understood, and serve with your pharmacist in good performance. Quadrant III (lower importance rates, high performance level) consists of information about how drugs work, how the correct storage of medicines, life style should be changed as long as taking medication, drug interactions, drug-food interactions, expired drugs, and when to consult with physician, confirmation information, and where consultation. While quadrant IV (Low importance level, high performance level) consists of information about the strength of drugs and provision of information before the client asks.

Levels of patient satisfaction is measured by looking at the difference between the level of performance and the level of importance of the client service delivery drug information on self medication, namely by reducing the performance

index value (NIK) with an importance index value (NIP). If the NIK is higher than the NIP ($= 0$) is considered the client satisfied with the performance that made the pharmacist. Meanwhile, if NIK is smaller than the NIP (< 0) then considered the client is not satisfied with the performance by the pharmacist.

From the calculations in Table 2, it can be seen the difference between the level of performance and level of client importance in the provision of drug information on self medication service. Client is not satisfied with the performance of the pharmacist as measured by the variable reliability, responsiveness, assurance, empathy, and tangible.

Research has been done, showing that there is still a lack of fit between expectation (importance) to the client's reality (performance) associated to provide the pharmacist in drug information services self medication in some pharmacies in Malang. Self medication drug information service is not satisfactory due to client's not just pharmacists who provide information to clients, but probably incompetent officer who also provide services. Information should be done by pharmacists, for pharmacists are a profession that has the responsibility and competence in providing drug information in accordance with a predetermined standard of competence. In other words, if the pharmacist responsibilities well then not only will increase patient satisfaction, but also the most important is the achievement of therapeutic efficacy so that the objectives of the Pharmaceutical Care is to achieve improved quality of life of patients can be achieved.

CONCLUSION

A. The results showed that:

- a. Quadrant I (high importance rates, lower performance level) consists of information about drug side effects.
- b. Quadrant II (high importance rates, a high performance level) consists of information

about drug names, drug use, and the rules of use, responses and answers to client questions, providing the opportunity for clients to ask, polite and friendly service, reliable information, giving information in an easily understood, and serve with your pharmacist to look neat.

- c. Quadrant III (lower importance rates, lower performance level) consists of information about how drugs work, how the correct storage of medicines, life style should be changed as long as taking medication, drug interactions, drug-food interactions, expired drugs, and when to consult with physician, confirmation information, and where consultation.
- d. Quadrant IV (low importance rates, high performance level) consists of information about the power of drugs and provision of information before the client asks.
- e. 2.Clients are not satisfied with the drug information service self medication in some pharmacies in the area of Malang.

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