

Analysis of Outpatient Satisfaction Levels with Pharmaceutical Services Using the Customer Satisfaction Index (CSI) Method

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Abstract

One of the objectives of pharmaceutical standards is to improve the quality of pharmaceutical services in community health centers and provide satisfactory services to patients. The objective of this study was to determine the level of patient satisfaction with pharmaceutical services at the pharmacy department of the Paal Lima community health center in Jambi City using the CSI method. This was a quantitative study with a descriptive, prospective design, involving the administration of questionnaires to patients who collected medication from the pharmacy department of the Paal Lima community health center. The results of the study showed patient satisfaction based on respondent characteristics: the majority were female (75 respondents, 75%), the majority were aged 26–35 years (37 respondents, 37%), the majority had a high school education (55 respondents, 55%), and the majority were housewives (58 respondents, 58%). Based on reliability dimension 75.6%, based on responsiveness dimension 72.8%, based on assurance dimension 73.8%, based on empathy dimension 82.6%, based on tangibility dimension 69.8%, with an average CSI score of 74.92%. The analysis reveals that patient satisfaction levels with pharmaceutical services at the Paal Lima Public Health Center Pharmacy in Jambi City, using the CSI (Customer Satisfaction Index) method, yielded a score of 74.92%, indicating that overall, patients are satisfied with the services provided.

Keywords: CSI Method, Community Health Center, Patient Satisfaction Level.

1. Introduction

Pharmaceutical services at community health centers play a strategic role in the primary health care system, with tasks including the provision of medicines, education, and monitoring of rational use of medicines by patients (Tatara et al., 2023). Adequate pharmacy service quality can improve patient compliance in medication use, strengthen therapeutic safety, and increase public trust in health facilities (Maimunah et al., 2022).

Satisfaction is a feeling of satisfaction or disappointment that arises from comparing the reality of pharmaceutical services with expectations. If reality falls short of expectations, disappointment will arise, and if it meets expectations, consumers will feel satisfied (Kotler & Keller, 2016). Pharmaceutical services are direct services provided to patients related to pharmaceutical preparations with the aim of achieving definite results to improve the quality of patients' lives (Indonesian Minister of Health Regulation No. 74, 2016). Quality pharmaceutical services are services that can satisfy every patient, where the procedures for providing services are in accordance with established standards and codes of ethics.



Satisfaction is an important part of pharmaceutical services because patient satisfaction is the goal of pharmaceutical services, which are useful for improving the quality of life of patients. Evidence presented by Putri (2017) suggest the level of patient satisfaction with pharmaceutical services has a positive influence on patient loyalty, so that the higher the level of patient satisfaction, the more loyal the patient. As highlighted in the research of Ahmad Wildan (2020) at the Sisir Community Health Center in Batu City, there were several complaints from patients regarding the quality of services at the health center.

The Customer Satisfaction Index (CSI) method is a method used to analyze satisfaction. The advantage of this method is that it can measure and analyze satisfaction by considering expectations and comparing performance with those expectations (Hsu, 2008).

The Paal Lima Community Health Center in Jambi City is one of the primary health care facilities with a fairly high volume of outpatients. Pharmaceutical services at the Pharmacy Unit of the Paal Lima Community Health Center in Jambi City include medication management, health supplies, and medication information services for patients. The Pharmacy Unit of the Paal Lima Community Health Center is responsible for the provision, storage, and distribution of medications and medical devices. Additionally, they provide medication usage education to ensure the effectiveness and safety of therapy. Based on research data performed by other researchers, this study was conducted at the Paal Lima Community Health Center because no research had been conducted at that institution on the level of outpatient satisfaction with pharmaceutical services using the CSI method. Hence, this study aims to provide an empirical description of the level of outpatient satisfaction with pharmaceutical services at the Paal Lima Community Health Center in Jambi City using the CSI method. These findings are expected to serve as evaluation material and strategic input for health center pharmacy managers to improve service quality in the future.

2. Methods

This study is a quantitative study with a descriptive prospective design. This approach was used to obtain an overview of the level of satisfaction of outpatients with pharmaceutical services at the Paal Lima Community Health Center Pharmacy in Jambi City. Data were collected by administering questionnaires to patients who were receiving or had received pharmaceutical services. The questionnaire used in this study was developed based on the five dimensions of service quality according to the SERVQUAL model (Parasuraman et al., 1991), namely reliability, responsiveness, assurance, empathy, and tangibles, which were then analyzed using the Customer Satisfaction Index (CSI) method to measure satisfaction levels quantitatively.

The population in this study was all outpatients who picked up medication at the Paal Lima Community Health Center Pharmacy. The sampling technique was purposive sampling with the inclusion criteria being patients who picked up medication directly or family members representing patients, aged between 17 and 65 years, able to communicate well, and willing to fill out the questionnaire. The study was conducted over a specific period of time according to the availability of respondents who came to the service facility.

The research instrument was a closed-ended questionnaire consisting of two parts: the first part contained respondent characteristics (gender, age, education, and occupation), and the second part contained statements related to the dimensions of pharmaceutical services. Each statement in the service dimension was measured based on two aspects, namely the level of expectation and the level of patient satisfaction, using a 5-point Likert scale. The collected data were then analyzed by calculating the Mean Satisfaction Score (MSS), Mean Importance

Score (MIS), Weight Factor (WF), and Weighted Score (WS), which subsequently produced the satisfaction index (CSI) value in the form of a percentage. CSI values are interpreted based on predetermined categories: very dissatisfied (< 50%), dissatisfied (50–64.99%), moderately satisfied (65–74.99%), satisfied (75–84.99%), and very satisfied (≥ 85%).

3. Results and Discussion

3.1. Research Results

Based on Table 1, it can be seen that the majority of respondents were female, with a total of 75 respondents or 75%, while male respondents numbered 25 respondents or 25%. In general, women are more susceptible to disease and are quicker to seek health care when experiencing health problems compared to men (Rahmayanti & Ariguntar, 2017).

Table 1. Characteristics of respondents based on gender

Indicator	Total (people)	Percentage
Gender		
Male	25	25%
Female	75	75%
Age (years)		
17 -25	19	19%
26 -35	37	37%
36 -45	22	22%
46 -55	18	18 %
56 – 65	4	4%
Level of Education		
Elementary School	3	3 %
Junior High School	16	16 %
Senior High School	55	55 %
Bachelor's	26	26 %
Degree/Diploma		
Occupation		
Student/University Student	9	9 %
Entrepreneur	14	14%
Private Employee	19	19%
Housewife	58	58%

The 26–35 age group is the largest age group with a percentage of 37%, while the 56–65 age group is the smallest age group with a percentage of 4%. The investigation conducted by Restiyani (2024) patients aged 18–40 years have the highest percentage at 87%, while patients aged 60 years and above have the lowest percentage at 9.09%. Based on field data, it is known that younger individuals primarily visit healthcare services for services such as health certificates, laboratory tests, family planning, dental care, pregnancy check-ups, and immunizations (Sirait, 2021). Therefore, based on this data, the 26–35 age group is the largest.

Respondents with a high school education level had the highest percentage at 55%, while those who completed primary school had the lowest percentage at 3%. Findings from the research carried out by Khamid and Zagita (2024), individuals with lower education levels may choose not to seek treatment as long as they can tolerate the pain, possibly due to a lack of knowledge. Patients with higher education levels and income are more likely to report symptoms of illness. This is because families with higher education levels are more aware of

early symptoms and early treatment, so these families are more efficient in seeking and utilizing treatment.

Of the 100 respondents, the highest percentage of occupations was housewives at 58%, and the lowest percentage was entrepreneurs at 14%. As reported by the study conducted by Rizqi (2020), the health center is open from 8:00 a.m. to 12:00 p.m., so most of the patients who come are housewives because that is when housewives have more free time compared to other occupations due to their busy schedules. People who work often ignore the symptoms of illness. Based on the data, the largest number of respondents based on occupation are housewives.

Table 2. Distribution of responses regarding patients' expectations and satisfaction levels with pharmaceutical services in terms of reliability

Statement	Expectation Level						Satisfaction Level					
	Very important	Important	Quite important	Less important	Not important	Total	Very satisfied	Satisfied	Quite satisfied	Less satisfied	Not satisfied	Total
Pharmacists are able to handle questions and answers with patients well.	35	41	24	0	0	100	7	51	42	0	0	100
Pharmacists provide explanations regarding how to use medicines.	19	63	18	0	0	100	1	68	31	0	0	100
Pharmacists provide explanations regarding the side effects of medicines.	16	55	29	0	0	100	5	63	32	0	0	100
Pharmacists provide services using language that is easy to understand.	57	26	17	0	0	100	36	36	28	0	0	100

Reliability is a dimension of service quality that refers to the ability to consistently and reliably provide promised services (Jamal & Anastasiadou, 2009). Based on Table 2, it can be seen that in the first statement, 76% of respondents stated that it was important and very important for pharmacy staff to be able to handle questions and answers with patients well. In the second statement, 82% of respondents stated that it was important and very important for pharmacy staff to provide explanations regarding the use of medication. In the third statement, 'Pharmacy staff provide explanations regarding the side effects of medications,' 71% of respondents stated that it was important and very important. In the fourth statement, 'Pharmacy staff provide services using language that is easy to understand,' 83% of respondents stated that it was important and very important. Based on this data, 71%-83% of respondents stated that the four statements in the Reliability dimension were important and very important, indicating high expectations from patients regarding this dimension of service.

In the first statement, 58% of respondents stated that they were satisfied and very satisfied with the pharmacist's ability to handle questions and answers with patients. The second statement, 'Pharmacy staff provide explanations regarding the use of medications,' was rated as satisfactory or very satisfactory by 69% of respondents. The third statement, 'Pharmacy staff provide explanations regarding the side effects of medications,' was rated as

satisfactory or very satisfactory by 68% of respondents. The fourth statement, ‘Pharmacy staff provide services using language that is easy to understand,’ was rated as satisfactory or very satisfactory by 72% of respondents. Based on these data, 58%–72% of respondents stated that they were satisfied and very satisfied with the statements in the Reliability dimension, which means that the pharmacy staff at the Paal Lima Community Health Centre have provided good service.

Table 3. Distribution of patient expectations and satisfaction levels with pharmacy services in the Responsiveness dimension

Statement	Expectation Level					Satisfaction Level						
	Very important	Important	Quite important	Less important	Not important	Total	Very satisfied	Satisfied	Quite satisfied	Less satisfied	Not satisfied	Total
Staff respond quickly when prescriptions are received.	29	47	24	0	0	100	10	56	34	0	0	100
Pharmacy staff are able to provide fast service.	13	58	29	0	0	100	4	51	45	0	0	100
Pharmacy staff are quick to serve patients.	19	55	26	0	0	100	1	53	46	0	0	100
Pharmacy staff listen carefully to patients' complaints.	5	48	47	0	0	100	4	64	32	0	0	100

Responsiveness is the willingness to help and provide fast (responsive) and accurate service to customers, with clear communication of information and quick response to patients' needs and desires (Berinyuy et al., 2021). The responsiveness of pharmacy staff at the Paal Lima Community Health Centre Pharmacy was assessed based on several aspects, which were organised into four statements based on the services experienced and the level of importance/expectations of patients.

Based on Table 3, it can be seen that in the first statement, ‘Staff are quick to respond when prescriptions are received,’ 76% of respondents stated that this was important or very important. In the second statement, ‘Pharmacy staff are able to provide services quickly,’ 71% of respondents stated that it was important and very important. In the third statement, ‘Pharmacy staff are prompt in serving patients,’ 74% of respondents stated that it was important and very important. In the fourth statement, ‘Pharmacy staff listen carefully to patients' complaints,’ 53% of respondents stated that it was important and very important. Based on this data, 53%–76% of respondents stated that the four statements in the responsiveness dimension were important and very important, indicating high patient expectations for this dimension of service.

In the first statement, 66% of respondents stated that they were satisfied and very satisfied with the staff's quick response to incoming prescriptions. In the second statement, ‘Pharmacy staff are able to provide services quickly,’ 55% stated that they were satisfied and very satisfied. In the third statement, ‘Pharmacy staff are quick to serve patients,’ 54% stated that they were satisfied and very satisfied. In the fourth statement, ‘Pharmacy staff listen carefully to patient complaints,’ 68% stated that they were satisfied and very satisfied. Based

on the data, 55%–68% of respondents expressed satisfaction and high satisfaction with the statements in the Reliability dimension, indicating that the pharmacy staff at Paal Lima Health Centre have provided good service.

Table 4. Distribution of patient expectations and satisfaction levels regarding pharmacy services in the Assurance dimension

Statement	Expectation Level					Satisfaction Level						
	Very important	Important	Quite important	Less important	Not important	Total	Very satisfied	Satisfied	Quite satisfied	Less satisfied	Not satisfied	Total
Availability of medicines in the pharmacy	39	50	11	0	0	100	26	52	22	0	0	100
Staff dispense medicines according to doctors' prescriptions	25	52	23	0	0	100	16	52	32	0	0	100
Staff write labels clearly	30	51	19	0	0	100	7	53	40	0	0	100
Staff are always present in the pharmacy during working hours	11	46	43	0	0	100	6	42	52	0	0	100
Staff can build trust with patients	14	61	25	0	0	100	8	49	43	0	0	100

Assurance refers to the knowledge, courtesy, and ability of employees/officers to inspire confidence and trust. This dimension may be very important in services that require a high level of trust, where customers/patients will feel safe and secure (Parasuraman, 2014).

Based on Table 4, it can be seen that in the first statement, 'Availability of medications at the pharmacy,' 89% of respondents stated it was important and very important. In the second statement, 'Staff provide medications as prescribed by the doctor,' 77% of respondents stated it was important and very important. In the third statement, 'Staff clearly label medications,' 81% of respondents stated it was important and very important. In the fourth statement, 'Staff are always present at the pharmacy during working hours,' 57% of respondents stated it was important and very important. In the fifth statement, 'Staff can build trust with patients,' 75% of respondents stated it was important and very important. Based on the data, 57%–89% of respondents stated that the five statements in the Assurance dimension were important and very important. This indicates high expectations from patients regarding this dimension of service.

In the first statement, the availability of medicines in the pharmacy, 78% stated that they were satisfied and very satisfied. Regarding the second statement, 'Staff provide medications as prescribed by the doctor,' 68% of respondents expressed satisfaction and high satisfaction. Regarding the third statement, 'Staff clearly label medications,' 60% of respondents expressed satisfaction and high satisfaction. Regarding the fourth statement, 'Staff are always present at the pharmacy during working hours,' 48% of respondents expressed satisfaction and high satisfaction. The fifth statement, 'Pharmacy staff are always present at the pharmacy during working hours,' received 57% of respondents expressing satisfaction and high satisfaction. Based on the data, 48%–66% of respondents expressed satisfaction and high satisfaction with

the five statements in the Assurance dimension. In this Assurance dimension, pharmacy staff provide services that are sufficiently good.

Table 5. Distribution of patient expectations and satisfaction levels regarding pharmaceutical services in the Empathy dimension

Statement	Expectation Level					Satisfaction Level						
	Very important	Important	Quite important	Less important	Not important	Total	Very satisfied	Satisfied	Quite satisfied	Less satisfied	Not satisfied	Total
Pharmacy staff wear neat uniforms.	46	34	20	0	0	100	61	31	8	0	0	100
Information about medicines is provided without patients having to ask for it.	33	53	14	0	0	100	23	48	29	0	0	100
Staff are friendly and polite when providing information about medicines.	60	37	3	0	0	100	42	31	27	0	0	100
Staff give equal attention to all patients.	18	43	39	0	0	100	26	41	33	0	0	100

Empathy, which indicates the degree of attention given to each customer. This dimension also reflects the ability of employees to understand the feelings of customers as if they were experiencing them themselves (Zeithaml & Parasuraman, 2004).

Based on Table 5, it can be seen that in the first statement, ‘Pharmacy staff wear neat clothes,’ 80% of respondents stated that it was important and very important. The second statement, ‘Medication information is provided without the patient having to ask,’ was rated as important or very important by 86% of respondents. The third statement, ‘Staff are friendly and polite when providing medication information,’ was rated as important or very important by 97% of respondents. The fourth statement was rated as important or very important by 61% of respondents. Based on the data, 61%–86% of respondents stated that the five statements in the Assurance dimension were important and very important. This indicates that patients have very high expectations for this dimension of service.

Regarding the first statement, 92% of respondents stated that they were satisfied and very satisfied with pharmacy staff wearing neat clothing. The second statement, ‘Information about medications is provided without the patient having to ask,’ received 71% satisfaction and very satisfaction ratings. The third statement, ‘Staff are friendly and polite when providing information about medications,’ received 73% satisfaction and very satisfaction ratings. The fourth statement, ‘Staff give equal attention to all patients,’ received 67% satisfaction and very satisfaction ratings. Based on the data, 67%–92% of respondents expressed satisfaction and high satisfaction with the four statements in the Empathy dimension. This indicates that the pharmacy staff at the Paal Lima Community Health Centre have provided excellent service in this dimension.

Table 6. Distribution of responses regarding patient expectations and satisfaction with pharmaceutical services in the Tangible dimension

Statement	Expectation Level					Satisfaction Level						
	Very important	Important	Quite important	Less important	Not important	Total	Very satisfied	Satisfied	Quite satisfied	Less satisfied	Not satisfied	Total
The pharmacy installation environment looks clean and tidy.	20	53	27	0	0	100	35	28	37	0	0	100
The drug information service room is comfortable.	5	47	48	0	0	100	19	9	72	0	0	100
Supporting facilities (loudspeakers, queue cards, toilets) are available.	75	23	2	0	0	100	0	46	54	0	0	100

Tangible evidence, which describes the physical facilities, equipment, and appearance of personnel and users. This dimension includes the physical condition of facilities, equipment, and the appearance of workers (Zeithaml & Parasuraman, 2004).

Based on Table 6 above, it can be seen that in the first statement, ‘The pharmacy installation environment looks clean and tidy,’ 73% of respondents stated that it was important and very important. In the second statement, ‘The drug information service room is comfortable,’ 52% of respondents stated that it was important and very important. The third statement, ‘The availability of supporting facilities (speakers, queue cards, toilets),’ was deemed important and very important by 98% of respondents. Based on this data, 47%–98% of respondents deemed the three statements in the Tangible dimension important and very important. This indicates very high expectations from patients regarding this service dimension.

Regarding the first statement, ‘The pharmacy installation environment appears clean and tidy,’ 63% of respondents stated that they were satisfied and very satisfied. Regarding the second statement, ‘The medication information service room is comfortable,’ 81% of respondents stated that they were satisfied and fairly satisfied. Regarding the third statement, ‘The availability of supporting facilities (speakers, queue cards, toilets),’ 100% of respondents stated that they were satisfied and fairly satisfied. Based on this data, 63%–100% of respondents expressed satisfaction and moderate satisfaction with the three statements in the Assurance dimension, indicating that the pharmacy staff at Paal Lima Health Centre have provided adequate service.

Table 7. Table CSI (Customer Satisfaction Index)

Statement	Item	MSS	MIS	WF (%)	WS	CSI (%)	Satisfaction Level
Reliability	1	3,65	4,11	24,99	3,78	75,6	Satisfied
	2	3,7	4,01				
	3	3,73	3,87				
	4	4,08	4,4				
responsiveness	1	3,76	4,06	24,99	3,64	72,8	Satisfied
	2	3,59	3,84				
	3	3,55	3,93				
	4	3,72	3,58				
Guarantee	1	4,04	4,28	19,99	3,69	73,8	Satisfied
	2	3,84	4,02				
	3	3,67	4,11				
	4	3,54	3,68				
	5	3,65	3,89				
Empathy	1	4,53	4,28	25,02	4,13	82,6	Very satisfied
	2	3,94	4,19				
	3	4,15	4,57				
	4	3,93	3,79				
Tangible	1	4,08	3,93	33,33	3,49	69,8	Satisfied
	2	2,9	3,42				
	3	3,46	4,73				
Average Customer Satisfaction Index (CSI) (%)						74,92	Satisfied

Description:

- MIS = Mean Satisfaction Score
- MSS = Mean Importance Score
- WF = Weight Factor
- WS = Weight Score
- CSI = Customer Satisfaction Index

Based on Table 7, the results of the Customer Satisfaction Index (CSI) for each dimension are as follows: for the reliability dimension, the score is 75.6%, indicating satisfaction. Based on these results, the majority of patients are satisfied with the reliability dimension of pharmaceutical services at the Paal Lima Community Health Centre. According to Irnawati (2019), the analysis of the reliability dimension shows that patient satisfaction is very high, with a Customer Satisfaction Index (CSI) of 81.18%. As reported by the study conducted by Putri (2017), counselling aspects such as how to use medication, store medication, and medication side effects must be communicated to patients to prevent medication errors, thereby improving patients' quality of life and satisfaction with services.

The responsiveness dimension was 72.8%, which means satisfactory. Based on these results, the majority of patients were satisfied with the responsiveness dimension of pharmaceutical services at the Paal Lima Community Health Centre pharmacy. Further, Irnawati (2019) reveal the results of the analysis of the responsiveness dimension showed that patient satisfaction was satisfactory, with a Customer Satisfaction Index (CSI) score of 79.85%. As reported by Kawahe et al. (2015), the responsiveness dimension has a high expectation score and a significant relationship with patient satisfaction. In the Assurance dimension, the score was 73.8%, indicating satisfaction.

The analysis of the Assurance dimension as shown in Irnawati (2019) showed that patient satisfaction was very high, with a Customer Satisfaction Index (CSI) score of 82.59%.

As highlighted by Armanto (2018), assurance has a positive effect on customer satisfaction; the higher and better the quality of service provided, the higher the level of customer satisfaction.

The empathy dimension scored 82.6%, which means very satisfied. Based on these results, the majority of patients felt very satisfied with the dimension of concern for pharmaceutical services at the Paal Lima Community Health Centre pharmacy, but according to some patients, there were still shortcomings related to the concern of staff in providing advice on healthy lifestyles to patients. The study undertaken by Irnawati (2019), reveals the empathy dimension analysis show that patient satisfaction is very satisfied with a Customer Satisfaction Index (CSI) value of 81.12%.

In the tangibles dimension, the score is 69.8%, which means satisfied. Based on these results, the majority of patients felt satisfied with the physical evidence dimension of pharmaceutical services at the Paal Lima Community Health Centre. Evidence presented by Irnawati (2019), the results of the physical evidence dimension analysis showed that patient satisfaction was very high, with a Customer Satisfaction Index (CSI) value of 83.34%. According to Hafid et al. (2024), since a service cannot be seen, smelled, or touched, physical evidence becomes important as a measure of service quality. Thus, patients are satisfied with the pharmaceutical services at the Paal Lima Community Health Centre pharmacy.

After determining patient satisfaction in each dimension, it can be concluded that patient satisfaction with pharmaceutical services at the Paal Lima Community Health Centre Pharmacy is 74.92%, which falls into the satisfied category. This means that patients are satisfied with the pharmaceutical services at the Paal Lima Health Centre pharmacy. Based on the Indonesian Ministry of Health Regulation No. 35 of 2014 concerning Pharmaceutical Service Standards in Pharmacies, pharmaceutical services are now required to shift their orientation from product or drug-oriented to patient-oriented. This is because patients and the community have increasingly diverse demands regarding service quality, necessitating a shift in the service paradigm from the initial product-oriented paradigm to a new patient-oriented paradigm so that patients receive the best possible service and are satisfied with it.

3.2. Discussions

Patient satisfaction with pharmaceutical services reflects the quality of services that are not only technical in nature but also involve interpersonal, physical, and psychological aspects. As explained by Aritonang and Lerbin (2005), customer satisfaction is the result of a comparison between expectations and reality as perceived by consumers, and when expectations are met or exceeded, a positive perception is formed that encourages loyalty. This study, which shows a satisfaction level of 74.92%, indicates that most service dimensions have met patient expectations. This aligns with Zeithaml and Parasuraman (2004) SERVQUAL concept, which outlines five main dimensions including reliability, responsiveness, assurance, empathy, and tangibles as the primary determinants of satisfaction in service industries, including healthcare.

However, gaps still appear, especially in the tangibles dimension, which has a lower value than the other dimensions. The spotlight on this physical aspect is relevant (Kara et al., 2005) as the context of intangible services, such as pharmaceutical services, the appearance of the physical environment, supporting facilities, and the appearance of health workers are concrete indicators that greatly influence the perception of service quality. Support for this finding is also shown by Wateh (2020), who mentions that the lack of comfort in spaces and facilities such as waiting rooms or minimal drug information can reduce satisfaction even though the technical quality of pharmaceutical services is good.

On the other hand, the empathy dimension, which shows the highest level of satisfaction, reflects the success of pharmacy staff in building positive interpersonal communication. In this case, friendly attitudes, politeness, and personal attention contribute significantly to creating a satisfying service experience (Chun Wang et al., 2016). Similarly, the findings of Badriya (2021) and Arifiyanti (2017) in the context of pharmacies and hospitals underscore the importance of humanistic interaction in supporting the success of patient-centered pharmaceutical services. Satisfaction with this aspect of empathy also serves as an indicator of the implementation of Indonesian Ministry of Health Regulation No. 74 of 2016, which emphasizes that pharmaceutical services at community health centers must include effective, educational, and ethical communication approaches.

Additionally, the aspects of assurance and responsiveness also require attention. Although the scores are still in the satisfactory category, the data indicate there is room for improvement in the speed and clarity of medication information. This is in line with the results of a study by Irnawati (2019), which states that the accuracy of information and the readiness of pharmaceutical personnel in responding to patient needs are highly correlated with patient trust and comfort in accessing services. Muninjaya (2011) also emphasizes that service quality depends not only on technical competence but also on a structured and responsive service system.

It is also important to note that government regulations and policies are important references in measuring service suitability. Health Law No. 36 of 2009 and Minister of Health Regulation No. 43 of 2019 emphasize that *Puskesmas*, as primary health care facilities, are required to provide quality, safe, and standardized pharmaceutical services. In this context, the results of this study can be read as an empirical evaluation of the implementation of this policy in the field.

Thus, although in general the level of patient satisfaction is in the 'satisfied' category, these results remain an important basis for continuous improvement. Steps to improve service quality should be directed at strengthening physical facilities, improving patient education, and developing the communication capacity of pharmacy staff. In line with the thoughts of Tjiptono (2022) and Lai et al. (2009), quality services will have an impact on the formation of long-term loyalty and trust from patients, which is an important foundation in the development of a primary health care system that is oriented towards quality and patient safety.

4. Conclusion

Based on the results of a study conducted on 100 outpatients at the Paal Lima Community Health Centre Pharmacy in Jambi City, it can be concluded that the level of patient satisfaction with pharmaceutical services in general is in the 'satisfied' category, with a Customer Satisfaction Index (CSI) score of 74.92%. The service dimension with the highest satisfaction level is empathy, with a CSI value of 82.6%, indicating that patients highly appreciate the friendly attitude, attention, and communication skills of pharmacy staff. Other dimensions such as reliability (75.6%), assurance (73.8%), and responsiveness (72.8%) also indicate patient satisfaction, although there are still some aspects that can be improved, such as service speed and explanations regarding drug side effects. Meanwhile, the tangible dimension received the lowest score of 69.8%, indicating that physical facilities and room comfort are key areas that need to be addressed.

The implications of these findings suggest that the Paal Lima Community Health Centre Pharmacy needs to continue improving the quality of its services, particularly in terms of

providing more comprehensive medication information and enhancing service facilities and infrastructure. Improvements to physical facilities such as waiting rooms, toilets, and queuing systems can provide additional comfort for patients. Additionally, training for pharmacy staff in communication skills and medication education is crucial to promote more proactive and informative service delivery. These findings also serve as a strategic basis for policymakers at the health center level to implement continuous improvements to achieve patient-oriented pharmaceutical services, as mandated by Ministry of Health Regulation No. 74 of 2016 concerning Standards for Pharmaceutical Services at Health Centers.

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