

THE INFLUENCE OF APPEARANCE PHARMACY INSTALLATION AND HOSPITALITY OFFICER INSTALLATION OF HOSPITAL PHARMACY TO THE INTEREST OF RE-PURCHASE MEDICINE OF OUTPATIENT IN SKIN AND VENEREAL POLYCLINIC

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Abstract: Increased of patients re-purchase medicine interest for the quality of the hospital pharmacy services (IFRS), give a positive impact for profit in the installation and Hospital Pharmacy service. Preliminary studies in Dr. H. Moch. Ansari Saleh Hospital Banjarmasin show that the number of prescriptions sheets for outpatient unit that not served are 7,333 prescriptions sheets (0.87%). The aim of the study is to explain the influence of pharmaceutical services that make the interests of patients to re-purchase medicine. This study use a quantitative method with observational analytic design with cross-sectional approach. The population of the study are outpatient clinic of skin and venereal polyclinic (86 people), sample of this study were using purposive sampling with research instruments using questionnaires. The independent variable are the appearance of the pharmacy and hospitality officer, and the dependent variable is the interest to re-purchase medicine. Results of the study show dimensions of quality pharmaceutical services affect significantly, Appearance Pharmacy Installation (p -value = 0.000; OR = 21.750), hospitality Officer Installation of Hospital Pharmacy (p -value = 0.000; OR = 8.938). The conclusion of this study is there is an influence of the dimensions of quality pharmaceutical services affect with the interest to re-purchase medicine. The advice are the hospital could multiply seat waiting room pharmacy, the pharmacist may tell patients about medicine information slowly and clearly, and that the hospital could multiply the cashier for medicines payment process. **Keywords:** Appearance Pharmacy Installation, hospitality Officer, Re-Purchase Medicine

INTRODUCTION

Pharmacy installation is one of the health care facilities that handle medicine distribution to patients, pharmaceutical track dealing directly with the public and pharmacy installation as a pharmacy services. Pharmacy services has an important

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role to actualize good quality of health. Pharmacists as part of health professionals have a duty and responsibility for creating a good quality of pharmaceutical services.

Installation service of pharmaceutical that have a good quality is a health care that can satisfy every user with services that accordance with the level of satisfaction of patients or consumers, and its implementation is accordance with the ethics code and service standards that have been set, because 25% of the patient's recovery is expected to be obtained from the convenience and good pharmacy service, while 75% came from medicine use by patients (Pusparia, 2010). Beside become the demands of professionalism pharmaceutical services in addition can also seen as a factor that attract consumers to purchase medicine in pharmacies. Pharmacy services includes appearance pharmacy installation, free officers in service, hospitality officer installation of hospital pharmacy, the medicine prices, service medicine information and availability of medicines.

Research conducted by Muslichah (2005), show that 76.86% of people want a good looking pharmacies. According to Mote (2009), that patients that expect a friendly pharmacist in serving is about 80.6%. Research conducted by Abdullah (2010), obtained 93.4% patients requires information service pharmacy, while research conducted by Firdaus and Muhlisin (2010), said 70% of people believe the availability of complete medicine is essential. The study conducted by Ifmaily (2006) about analysis of influence of the perception of pharmacy service patients outpatient unit with the interest to buy the medicine over in the pharmacy installation Ibnu Sina Padang state that the qualities of pharmacy services that affect to the interest of repurchase medicine is the appearance of pharmacy at 40 %, ease of service by 23%, 66% of medicine availability and speed of service personnel 6%, so it can be conclude that the quality of service in terms of dimensional quality has a strong correlation with the interest of re-purchase medicine in the hospital pharmacy.

Increasing the number of prescription sheets in the hospital pharmacy installation (IFRS) is an indication of an increase in profit and service quality improvement. Increase interest of re-purchase medicine for the quality of services the hospital pharmacy (IFRS), will give a positive impact on efforts to increase profit and installation services in the Hospital Pharmacy (IFRS).

Based on this background, the researchers are interested for do the research about "the influence of the factor of pharmacy service to the interest of re-purchase medicine of outpatientin skin and veneral polyclinic".

MATERIAL AND METHOD

The design of this study is observational analytic with cross sectional approach. The population in this study are patients with non BPJS Clinic Dermatology. The

number of population are 6615 people. Sample were taken using a hypothesis test. The number of samples in the study are 86 people. Instrument in this study is a questionnaire that was through validity and reliability test. Analysis of primary data in this study using a chi-square test.

RESULTS AND DISCUSSION

(A) Univariate Analysis

1. Appearance Pharmacy Installation

Based on table 1, the results show respondents feels that the appearance of bad installation obtained 20 respondents (23.3%). This is because a pharmacy that located adjacent to the cashier, registration and complaints place of BPJS cause the seat at hospital is not enough for all the patients so there are some patient that stand while waiting for a prescription. This is appropriate with opinion of Engel (1993), that the patient's desire to re-purchase a services highly influenced by supporting tools and people's comfort in waiting room.

2. Hospitality Officer Installation of Hospital Pharmacy

Based on table 2, the results show respondents who rate the friendliness of pharmacy officer bad is 21 respondents (24.4%). This is because some of the respondents rate the officer hospitality bad. According to some officer, they serve unfriendly and greet patients without a smile. According to Barata (2003), polite and friendly attitude along with a good speech is a form of homage to reward customers. Respect is an attitude that should be shown to successfully build a good relationships with the customers, so that the customers feels happy and satisfied with the services provided.

3. Re-Purchase Medicine

Based on Table 3, the results show respondents feels that the adverse interest to buy the medicine is about 23 respondents (26.7%). Satisfaction will encourage consumers to buy or consume the products. Continuous repeat purchases of products or services will show consumer loyalty. Based on research by Rodhi, A (2004), satisfaction is the most important variable, and deserves to be used to predict the possibility of the customer to buy the offered services package.

(B) Bivariate Analysis

1. Influence Pharmacy Installation of the Interest of Re-Purchase Medicine

Based on Table 4, results of chi-square test with 95% confidence level, to see the influence of the appearance of pharmaceutical installations with interest of re-

Table 1
Frequency Distribution of Appearance Pharmacy Installation

No	Appearance Pharmacy Installation	Frequency	Percentage (%)
1	Good	66	76,7
2	Bad	20	23,3
Total	86	100	

Table 2
Frequency Distribution of Hospitality Officer Installation of Hospital Pharmacy

No.	Hospitality Officer Installation of Hospital Pharmacy	Frequency	Percentage (%)
1.	Good	65	75,6
2.	Bad	21	24,4
Total	86	100	

Table 3
Frequency Distribution of Re-Purchase Medicine

No.	The Medicine Prices	Frequency	Percentage (%)
1.	Good	63	73,3
2.	Bad	23	26,7
Total	86	100	

Table 4
Test Results Statistics Form Pharmacy Installation to the Interest of Re-Purchase Medicine

No	Appearance Pharmacy Installation	The Interest of Re-Purchase Medicine		Total	p-value
		Yes	No		
1	Good	58 (87,9%)	8 (12,1%)	66 (100%)	0,000
2	Bad	5 (25%)	15 (75%)	20 (100%)	

$\alpha = 0,05$

Table 5
Test Results Statistics Hospitality Officer Installation of Hospital Pharmacy of the Interest of Re-Purchase Medicine

No	Hospitality Officer Installation of Hospital Pharmacy	The Interest of Re-Purchase Medicine		Total	p-value
		Yes	No		
1	Good	55 (84,6%)	10 (15,4%)	65 (100%)	0,000
2	Bad	8 (38,1%)	13 (61,9%)	21 (100%)	

$\alpha = 0,05$

purchase medicine with p -value = 0.000, p value of statistical test results obtained that H_0 decision rejected ($p < 0.05$) which means there is a significant influence between the appearance of the pharmacy with interest of re-purchase medicine. OR result of 21.750 which means that respondents who rate good looking pharmacy 21.750 times more likely to have interest in buying the medicine.

Based on the research results of Ryu and Han (2010) good facilities depending on the lighting location, the layout of the interior arrangements, and cleanliness, so it will increase patient loyalty to make another visit to that place and recommend the place to others. Research conducted by Cornelia and Veronica (2009), the physical appearance will make a positive effect on customer loyalty. It is also in line with research by Siddhartha (2009), that the physical appearance will affect consumers return their visit. Customer's comfort in waiting room is one of the factors that can affect patient satisfaction in a pharmacy to buy medicine and that giving comfort feeling to the customers is an attractive physical appearance and the availability of supporting infrastructure.

2. Influence Hospitality Officer Installation of Hospital Pharmacy Of The Interest of Re-Purchase Medicine

Based on Table 5, results of chi-square test with 95% confidence level, to see the influence of pharmaceutical installations officer friendliness with interest of re-purchase medicine with p -value = 0.000, p value of statistical test results obtained in H_0 decision rejected ($p < 0.05$) which means there is a significant influence between friendliness of pharmacy officer with interest of re-purchase medicine. Results OR of 8.938 which means that respondents who rate the friendliness of pharmacy officer good have a chance about 8.938 times to likely have interest of re-purchase medicine.

Based on research Curakovic *et al.* (2011) patient satisfaction measure on a subjective level, could be from an emotional state or a necessary requirement and one patient satisfaction can be measure by the friendliness of employees. Research conducted by Manurung (2010), the hospitality officer have a positive correlation with interest of re-purchase medicine. It is also supported by research conducted Saragih, *et al.* (2010), there is influence between the officer hospitality patient loyalty.

CONCLUSION

Results of the study show dimensions of quality pharmaceutical services affect significantly, Appearance Pharmacy Installation (p -value = 0.000; OR = 21.750) and Officer Installation of Hospital Pharmacy (p -value = 0.000; OR = 8.938).

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