The Effect Of CRM on the Level of Pharmacy Consumer Satisfaction

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Abstract

This study focuses on CRM, namely drug information services, to determine the level of satisfaction of BPJS Health patients with CRM drug information services and to determine the effect of CRM on BPJS Health patient satisfaction levels at the Bandung City Pharmacy. This research belongs to the type of quantitative descriptive research with a survey approach, namely the technique of gathering information by giving a list of questions (questionnaires) to the respondents. The population in this study were BPJS health patients who redeemed drugs at the Padjadjaran Health Pharmacy, Bandung City. The research sample is 377 respondents who have been determined based on the Slovin formula. Data collection in this study used a non-random technique (non-probability sampling) with an accidental sampling method. The results showed that CRM is a drug information service at the Padjadjaran Health Pharmacy, Bandung City in terms of the results of questionnaire observations that have been carried out regularly, the level of satisfaction of BPJS Health patients with CRM. An average of 1520, CRM drug information services on the satisfaction level of BPJS Health patients at the Padjadjaran Health Pharmacy Bandung has an effect, but is not significant based on the statistical correlation value of 42.6%.

I. Introduction

Today's intense competition has had an impact on all business sectors. With this competition, companies are required to continuously improve their performance. This performance improvement must be done so that the company can survive in the midst of very sharp competition. In addition to survival, this performance improvement also aims to provide satisfaction to customers or service users (Kusubagio, Rudi, Ade Puspito and Hisyam Zaini, 2015). In order to be able to survive and win business competition in the era of globalization, business people are required to have an accurate strategy, so that the company will have an advantage over its competitors. The strategy must also be implemented in a planned, systematic and long-term manner. In implementing a company strategy, it is necessary to measure performance, so that the level of success and the effect of implementing the strategy on the company can be known. (Qomariah, 2018). Strategic management of customer relations is an important activity for all companies. How to effectively manage customer relationships is usually discussed under the headings of relationship marketing and customer relationship management (CRM), to name two of the terms used to describe

customer relationship management (Adrian Payne, 2013). Customer Relationship Management (CRM) is a business strategy used to learn about customer needs and characteristics as a whole to develop customer relationships. In addition, it can also be interpreted as an integrated function and sales, marketing and service strategy that aims to increase revenue and customer satisfaction.

In addition, CRM is also related to customers within a company which aims to improve faster access and quality of business processes that involve several fields, namely marketing (marketing), ordering (orders), and customer service (customer service). Pharmacies are one of the business entities that will get a positive impact if they participate in optimizing these fields, especially in the service sector. Because in the business process, providing maximum service when patients do consultations can foster trust from patients to the pharmacy. This will have an impact on patient loyalty to the pharmacy. (Komang Sri Utami, Made L'andana, 2017) Currently, pharmaceutical services have changed their orientation from drug oriented to patient oriented based on pharmaceutical care. Pharmacy service activities that initially only focused on drug management were transformed into comprehensive services that aim to improve the quality of life of patients, especially drug services (Mayefits, Della, 2015). Quality is one of the important indicators for a company to exist in the midst of intense competition in the industry. Quality is defined as the overall characteristics of a product that support the ability to meet specified or defined needs. According to (Murad, Dina Fitria Kusniawati, Nia Asyanto, 2013) that quality is a dynamic condition associated with products, services, people, processes, and the environment that meet or exceed expectations. In contrast, definitions of quality vary from controversial to more strategic. According to (Almasdi, 2012) to serve customers at the beginning, we must provide services that are certainly reliable, fast and complete with extra empathy and the appearance of Usability Information Service Interaction User Satisfaction. Meanwhile, according to (Sanjaya I, 2012) defines service quality simply, namely a measure of how good a certain level of service is that can match customer expectations. Dimensions of service quality SERVQUAL is a dimension of service quality where each service offered has several aspects that can be used to determine the level of quality.

There are five dimensions that indicate service quality, such as tangibles, reliability, responsiveness, assurance, and empathy. According to (Saleh Muwafik, 2010) who conducted specific research on several types of services and succeeded in identifying ten key factors that determine service quality. The ten factors are reliability, responsiveness, competence, accessibility, courtesy, communication, credibility, security, understanding or knowing customers, and tangibles. As in service companies, the main purpose of CRM in health institutions is to focus on customer or patient service. The Customer Relationship Management (CRM) system studied in this study is a Service or Drug Information Service carried out by pharmacists and Pharmacy Technical Personnel for BPJS Health patients at the Padjajaran Health Pharmacy, Bandung City. In drug information services using the dimensions of good service quality SERVQUAL , the role of pharmacists and pharmaceutical technical personnel is very important. If these roles and responsibilities are carried out properly, they will form an assessment in the eyes of the community. One form of this assessment can be seen from the level of patient satisfaction which can be used as an indicator in evaluating the quality of services, especially drug information services in health facilities such as pharmacies. (Mayefits, Della, 2015). There are several factors that can affect customer satisfaction. Customer relationship management is a factor that is thought to affect satisfaction. Customer relationship management is a marketing activity that attracts, maintains and improves customer relationships (Kotler, P., and Keller, 2008), defines customer relationship marketing as a strategy to build good relationships with customers in

the long term by combining the ability to respond directly. and to serve customers with high interaction. By maintaining good relations with customers, it is hoped that customers will feel satisfied and they will recommend good things about the company. Based on the results of research conducted by Nurul Qomariah which aims to determine the effect of customer relationship management (people, process and technology) on patient satisfaction and loyalty at the Pratama clinic, dr. Suherman Muhammadiyah University of Jember, using a purposive sampling method of 100 patients. The results showed that clinical services, clinical service processes and technology had an effect on patient satisfaction. (Qomariah, 2018). Based on the results of Monik Krisnawati's 2019 research entitled The Effect of CRM on Customer Loyalty at Panji Farma Pharmacy by analyzing the influence of customer identification factors, customer differentiation, customer interaction, customization on customer loyalty at Panji Farma Pharmacy and knowing the most dominant factors affecting customer loyalty at Panji Farma Pharmacy , it is concluded that the CRM strategy which includes customer identification factors, customer differentiation, customer interaction, customization has a significant influence on customer loyalty and customer differentiation factors are the factors that have the most dominant influence on Panji Farma Pharmacy customer loyalty (Krisnawati, 2019).

Padjadjaran Health Pharmacy, Bandung City has been providing services for BPJS patients (Social Security Administering Body) since 2014. Since the opening of BPJS services at the pharmacy, patient acceptance has increased. In the data for the July to September 2018 period, the data shows that the average BPJS Health patient visits to the pharmacy reached 1,491 patients per month (monthly report data at the Padjadjaran Health Pharmacy, Bandung City). Due to the increasing number of BPJS patients, the use of drugs has increased. This results in the need for good drug information services, because not all patients know what to do about their drugs, therefore, to prevent drug interactions and abuse, drug information services are needed (Isya, 2015). Based on a survey conducted at the Padjadjaran Health Pharmacy, Bandung City, that drug information services from pharmacists and pharmaceutical technical personnel to patients have not been maximized due to patient dissatisfaction in the drug information provided. For this reason, it is necessary to conduct a study that leads to the performance of CRM, namely Drug Information Services and the quality of information services by knowing the lack of satisfaction levels needed by patients.

II. Research Methods

This research belongs to the type of quantitative descriptive research with a survey approach, namely the technique of gathering information by giving a list of questions (questionnaires) to the respondents. This research was conducted at the Padjajaran Health Pharmacy. The population in this study were BPJS health patients who redeemed drugs at the Padjadjaran Health Pharmacy, Bandung City. The research sample was 377 respondents who had been determined based on the Slovin formula. The data collection in this study used a non-random technique (non-probability sampling) with an accidental sampling method. Measuring instruments or research instruments that can be accepted according to standards are measuring instruments that have passed the validity and reliability test of the data (Hidayat, 2011). Data analysis in this study was carried out statistically using multiple linear regression tests which included R value analysis test, F test and T test.

The questionnaire consisted of five dimensions of questions including responsiveness, assurance, empathy, reliability, and tangible form as many as 20 questions and consisted of from the level of satisfaction in reality and consumer expectations as many as 5 questions where each question is scored according to the determination of the data.

In this study the determination of the data using a Likert scale. In the Likert scale, the measured variables are translated into sub-variables. Then the sub-variables are further elaborated into components that can be measured. These measurable components are used as a starting point for compiling items in the form of questions or statements which are then answered by respondents (Sugiyono, 2012).

Table 1. Likert Scale

No	Answer	Score
1	Very Satisfied/Very Good	5
2	Satisfied/Good	4
3	Fairly Satisfied/Quite Good	3
4	Less Satisfied/Not Good	2
5	Dissatisfied/Not Good	1

Source: Sugiyono, 2012

Inclusion criteria are general characteristics research subjects from an affordable target population to be studied. With the requirements that the patient is over 18 years old, willing to be a respondent, can read and write, while the exclusion criteria is to eliminate subjects who meet the inclusion criteria from the study due to certain reasons. The exclusion criteria are BPJS Health patients who visit, but are not willing to be respondents (Nursalam, 2013).

Table 2. Research

Variables	Concept Variables	Sub Variables	Indicator	Scale	Measuring instrument Independent
variable = CRM Drug information service (X)	Drug Information Service is an activity carried out by pharmacists in imparting information about drugs that is impartial, critically evaluated and with the best evidence in all aspects use of Drugs to other Health	Responsiveness	1. Speed of answering patient questionsSpeed of responding 2. Providing written information if the patient does not understand 3. Giving drug demonstration 4. to patient complaints	Ordinal	Questionnaire 1-4

professionals, patients or the public. Information on drugs including prescription drugs, over-the-counter drugs and herbs (PMK No. 73, 2016). The quality of service is determined from the services received by consumers based on their past experiences. If the quality received by consumers is satisfactory, then consumers will recognize that the services provided by the company are of high quality. For that we need a measuring device to find out whether the services provided to consumers are satisfactory or not. Then developed the dimensions that can be used in measuring customer satisfaction. (Tjiptono, 2014).	Assurance	1. of accurate and accountable information 2. Having sufficient knowledge and ability in providing information 3. Effective provision of information	Ordinal	Questionnaire 5- 7
	Empathy	1. Wearing neat clothes 2. Comfort while waiting for medication 3. Giving information without having to be asked 4. Be polite and friendly 5. Giving equal attention to all patients	Ordinal	Questionnaire 8-12
	Reliability	1. Giving information about the name, dose and method of using drugs 2. Providing information about side effects and how to store them Drugs 3. Providing information on remaining drugs 4. Providing information in easy-to-understand language 5. Providing information on	Ordinal	Questionnaire 13-17

		activities to avoid related to drug use		
	Reality	1. Availability of room for giving information medicine 2. Writing rules for use that are easy to understand 3. Place for waiting for medicine is clean and tidy	Ordinal	Questionn aire 18-20
Dependent variable = BPJS Patient Satisfaction Level Satisfaction	level is a function of the difference between perceived performance and expectations. (Kotler & Keller, 2012).	Reality and Expectations	1. Speed of answering drug 2. information Effective information 3. giving Attention by pharmacists 4. Giving all drug information 5. Giving writing rules for drug use	Ordinal	Questionn aire 1-5 pages 2

III. Results and Discussion

3.1 Results
a. Characteristics of Respondents

Table 3. Characteristics of Respondents

No	Characteristics	Total	Percentage
1	Gender a. Male	174	46.1%
	b. Female	203	53.9%
	Total	377	100%
2	Age a. 18-30 years	106	28.1%
	b. 31-40 years	129	34.2%
	c. 41-50 years	68	18%
	d. 51 years and over	74	19.7%
	Total	377	100%
3	Last Education a. Did not finish elementary school	12	3.1%
	b. SD/Equivalent	38	10.2%

	c. SMP/Equivalent	35	9.4%
	d. SMA/Equivalent	183	48.4%
	e. College	109	28.9%
	Total	377	100%
	Employment		
	a. Student/Student	27	7%
	b. Self-employed	50	13.3%
4	c. Civil Servants	6	1.6%
	d. Private Employees	97	25.8%
	e. Housewife	135	35.9%
	f. Other	62	16.4%
	Total	377	100%

Source: Data from questionnaires using SPSS 22

b. Validity and Reliability Questionnaire
1. Variable Validity Testing Drug Information Service (X)

Table 4. Validity Variable Drug Information Service (X)

Dimensions	Item	r_{count}	Description
Responsiveness	item1	0.807	Valid
	item 2	0.877	Valid
	item 3	0.853	Valid
	item 4	0.789	Valid
Guarantee	item 1	0.851	Valid
	item 2	0.805	Valid
	item 3	0.736	Valid
Empathy	item 1	0.852	Valid
	item 2	0.562	Valid
	item 3	0.573	Valid
	item 4	0.649	Valid
	item 5	0.674	Valid
Reliability	item 1	0.737	Valid
	item 2	0.671	Valid
	item 3	0.861	Valid
	item 4	0.779	Valid
	item 5	0.827	Valid
Real form	item 1	0.716	Valid
	item 2	0.745	Valid
	item 3	0.596	Valid

Source: SPSS Primary Data 22

Based on table 3.4, the average r count is 0.783, it can be concluded that the test of the validity of the variable X is declared appropriate and valid, because the calculated r value is above the r table of 0.361.

2. Testing the Validity of the Variable Patient Satisfaction Level (Y)

Table 5. Testing the Validity of the Variable Patient Satisfaction Level (Y)

level Satisfaction	Item	r_{count}	Information

Reality	item 1	0.478	Valid
	item 2	0.731	Valid
	item 3	0.680	Valid
	item 4	0.542	Valid
	item 5	0.479	Valid
Expectation	item 1	0.511	Valid
	item 2	0.447	Valid
	item 3	0.447	Valid
	item 4	0.447	Valid
	item 5	0.387	Valid

Source: SPSS 22 Primary Data

Based on table 3.5, the average r count is 0.515, it can be concluded that the Y variable validity test is declared appropriate and valid, because the calculated r value is above the r table 0.361.

3. Testing Reliability Variable Service Drug Information (X)

Table 6. Test Reliability Variable Service Drug Information (X)

Dimensions	Item	$r_{negligent}$	Description
Responsiveness of	item 1	0,962	Reliable
	item 2	0.961	Reliable
	item 3	0.961	Reliable
	item 4	0,962	Reliable
Security	item 1	0.961	Reliable
	item 2	0,962	reliable
	item 3	0.963	reliable
Empathy	item 1	0,962	reliable
	item 2	0.965	reliable
	item 3	0,965	reliable
	item 4	0,964	reliable
	item 5	0,964	reliable
Reliability of	item 1	0.963	reliable
	item 2	0.964	reliable
	item 3	0.961	reliable
	item 4	0,962	reliable
	item 5	0,962	reliable
Concrete manifestation	item 1	0.963	Reliable
	item 2	0.963	Reliable
	item 3	0.964	Reliable

Source: SPSS primary data 22

Based on the above reliability test results, the average r alpha is 0.965, indicating the reliability test of the X variable is reliable, because r alpha is greater than 0.7, the comparison This shows that the data from the questionnaire results can be trusted.

4. Testing the Reliability of the Variable Patient Satisfaction Level (Y)

Table 7. Testing the Reliability of the Variable Patient Satisfaction Level (Y)

Level Satisfaction	Item	$r_{negligible}$	Information

Reality	item 1	0.794	Reliable
	item 2	0.758	Reliable
	item 3	0.766	Reliable
	item 4	0.791	Reliable
	item 5	0.795	Reliable
expectation	item 1	0,794	reliable
	item 2	0.801	reliable
	item 3	0.801	reliable
	item 4	0.801	reliable
	item 5	0.803	reliable

Sources: Primary data SPSS 22

Based on the test results reliabilitas above obtained an average r alpha is 0.808, indicating the test reliabilitas Y reliable, since r alpha is greater than 0.7, in other words the data from the questionnaire results can be trusted.

The results of the observations revealed that drug information services at the Padjadjaran Health Pharmacy Bandung were carried out regularly or had been carried out following the regulations at the pharmacy. The description of the results of the questionnaire is as follows:

1. Drug Information Service Variable (X)

Table 8. Respondents' Responses to the Dimension of Responsiveness

No	List of Questions	STP		TP		CP		]		SP	
		N	%	]	%	N	%	n	%	n	%
1.	Pharmacy Staff responded quickly when serving patients.	-	-		-	111	29.4	157	41.6	109	28.9
2.	Pharmacy staff provide information written drug if the patient not does understand well.	-	-	،	1.1	115	30.5	167	44.3	91	24.1
3.	Pharmacists provide drug demonstrations without the patient having to ask.	3	0.8	3	0.8	109	28.9	156	41.4	106	28.1

No	List of Questions	STP n	%	TP n	%	CP N	%	P n	%	SP n	%
4.	Each patient complaint is resolved quickly	1	0.3	5	1.3	124	32.9	137	36.3	110	29.2
	Average average	1	0.3	3	0.8	115	30.5	154	40.9	104	27.6

Source: Questionnaire data using SPSS 22

Table 9. Respondents' Responses to the Dimensions ofGuarantee

No	List of Questions	STP n	%	TP n	%	CP N	%	P n	%	SP n	%
1.	The information provided is accurate medication and can be accounted for	-	-	3	0.8	110	29.2	164	43.5	100	26.5
	Workers Pharmaceutical have knowledge and ability sufficient in provide information drug information given drug effective to patients	-	-			30		171	45.4	93	24.7
3.	drug information given drug effective to patients	-	-	9	2.4	129	34.2	146	38.7	93	24.7
	average	-	-	6	1.1	117	30	160	42.5	95	25.3

Source : Questionnaire data using SPSS 22

Table 10. Respondents Response to Empathy Dimension

No	List of Questions	STP n	%	TP n	%	CP N	%	P n	%	SP n	%
1.	Pharmacist wear clothes neat	2	0.5	5	1,3	76	20.2	153	40.6	141	37.4
2.	Patient feels	-	-	16	4.2	123	32.6	135	35.8	103	27.3

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No.	List of Questions	STP		TP		CP		P		SP	
		n	%	n	%	n%		n%		n%	
3.	Drug information administered without patients having to ask	-	-	2	0.5	108	28.6	151	40,	116	30.8
4.	Pharmaceutical Workers to be polite and friendly in providing drug information	-	-	2	0.5	73	19.4	142	37.7	160	42.4
5.	Pharmaceutical Workers pays close attention the same in all patients	-	-	-	-	91	24.1	153	40.6	133	35.3
	Average	1	0.1	5	1.3	94	24.9	147	31	104	34.6

Source: Questionnaire data using SPSS 22

Table 11. Respondents' Responses to the Dimensions of Reliability

No.	List of Questions		Satisfaction Level								
		STP		TP		CP		P		SP	
		n	%	n	%	n%		n%		n%	
1.	Workers Pharmaceutical gives about the name, and about medication / information dosage, instructions	-	-	2	0.5	82	21.8	162	43	131	34.7
2.	Workers gives about side effects and how the drug storage / Pharmaceutical information	-	-	33	8.8	122	32,	131	34.7	91	24.1

No	Questionnaire	STP		TP		CP		]		SP	
		N	%	n	%	N	%	n	%	n	%
3.	the existence of on action to be taken against the	informati on dru g	taken rem aini ng	-	-	37	9.8	131	34.7	119	31.6	90	23.9
4.	services med icine s using lang uage the can patients understand	Informati on	-	-	3	0.8	114	30.2	161	42.7	99	26.3
5.	Pharmacy staff provides information on what activities need to be avoided related to drug use		2	0.5	27	7.2	91	24.1	154	40.8	103	27, 3
	Average	1	0.1	20	5.4	108	28.6	145	38.6	103	27.3

Source: Questionnaire data using SPSS 22

Table 12. Respondents' responses to dap Dimensions Real form

No	Questionnaire	Satisfaction level									
		STP		TP		CP		]		SP	
		N	%	n	%	N	%	n	%	n	%
1.	Availabili ty of room speci ficall y for information services drug	-	-	12	3.2	94	24.9	173	45.9	98	26
2.	Work Pharmaceutic ers al the rules to write of use that is easy to understan d	-	-	-	-	62	16.4	186	49.3	129	34.2
3.	the wait	-	-	-	-	14	3.7	194	51.5	16	44.8

									9	
medicine looks clean and tidy										

		STP		TP		CP		P		SP
Average	-	-	4	0.8	57	15	184	48.9	132	35

Source: Questionnaire data using SPSS 22

c. Patient Satisfaction Level Variable (Y)

Table 13. Respondents' Responses to Sub Variable Reality

No	List of Questions		Satisfaction Level								
		STP		TP		CP		P		SP	
		n %		n %		n%		n%		n%	
1.	you feel against answering Pharmaceutical airport patient satisfied Speed Workers when	-	-	1	0.3	88	23.3	211	56	77	20.4
2.	you feel against effective information givenWorkers Pharmaceutical satisfied services an	-	-	2	0.5	87	23.1	206	54.6	82	21.8
3.	you feel to the attention givenWorkers Pharmaceutical satisfied	-	-	5	1.3	65	17.2	203	53.8	104	27.6
4.	You feel against all the information the drug the satisfied	-	-	3	0.8	71	18.8	206	54.6	97	25.7

No.	questionnaire		STP n	STP %	TP n	TP %	CP n	CP %	P n	P %	SP n	SP %
	ion provided by Workers Pharmaceutical											
5.	You feel of the writing of the rules of use of drug administered Workers Pharmaceutical	satisfied	-	-	4	1.1	60	15.9	212	56.2	101	26.8
	average		-	-	3	0.8	74	19.7	208	55	92	24.5

Source: Data from questionnaires using SPSS 22

Table 14. Respondents to Sub Variable Hope

No.	questionnaire		Satisfaction									
			STP		TP		CP		P		SP	
			n %		n %		n %		n%		n%	
1.	you feel to answer Pharmaceutical airport patient	satisfied Speed Workers when	-	-	·	-	26	6.9	76	20.2	275	72.9
2.	you feel to inform ation given Pharmaceutical	satisfied services effective Workers	-	-	·	-	23	6.1	76	20.2	278	73.7
3.	you feel to the attention	satisfied	-	-	·	-	19	5	78	20.7	280	74.3

No.	Questionnaire	STP		TP		CP		P		SP	
		n	%	n	%	n	%	n	%	n	%
4 is	given by a Pharmacist.	-	-	-	-	2	6.4	71	18.	282	74.8

No.	Item									
	You are satisfied with all drug information provided by the Pharmacist					4			8		
5.	You are satisfied with the writing of the rules for using drugs given by the Pharmacist	-	-	-	-	17	4.5	75	19.8	285	75.5
	Average	-	-	-	-	22	5.8	75	20	280	74.3

Source: Questionnaire data using SPSS 22

Table 15. Classification of Research

Variables	Item	Total Score	Total Average Score
Variable X			
Response	Item1	1506	1488
	Item 2	1476	
	Item 3	1490	
	Item 4	1481	
Guarantee	Item 1	1492	1478
	Item 2	1488	
	Item 3	1454	
Empathy	Item 1	1557	1533
	Item 2	1456	
	Item 3	1512	
	Item 4	1591	
	Item 5	1550	
Reliability	Item 1	1553	1461
	Item 2	1411	
	Item 3	1393	
	Item 4	1487	
	Item 5	1460	
Concrete manifestation	Item 1	1488	1575
	Item 2	1575	
	Item 3	1663	
Y variable			
fact and expectations	Item 1	1495	
	Item 2	1499	
	Item 3	1537	1520
	Item 4	1528	
	Item 5	1541	

Source: Primary Data *Microsoft Excel 16*

## d. Normality Test

1. Drug Information Service Variable (X)
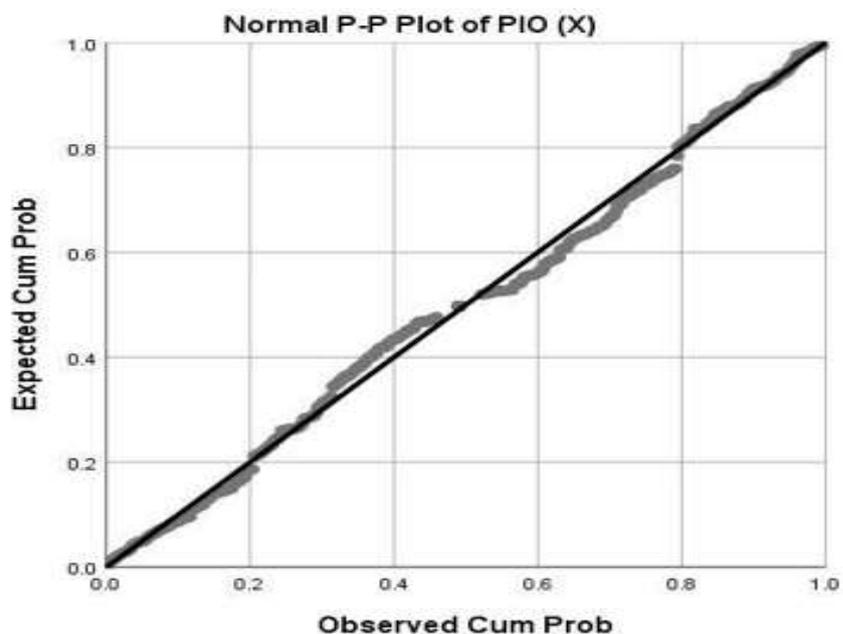
Figure 1. *PP Plot Normal Variable Drug Information Service (X)*

e. Patient Satisfaction Level Variable (Y)
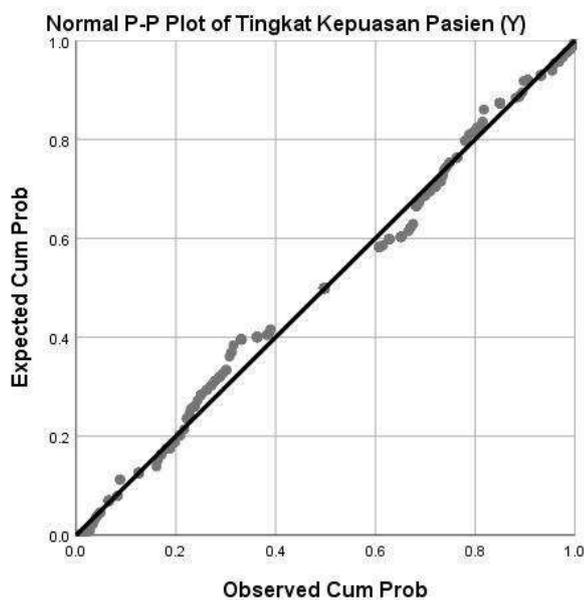
Figure 2. *PP Plot Normal Patient Satisfaction Level Variable (Y)*

f. Cartesian Diagram Analysis

Table 16. Values the Gap between Reality and Expectations Respondents

No	Question	average			rate of compliance
		fact	expectancy	gap	

					(%)
1	Speed answered the drug information the award	3.97	4.66	-0.69	85.08
2	of update effective	3.98	4.68	-0.7	85.02
3	Giving attention by pharmacists	4.08	4.69	-0.61	86.88
4	Giving all drug information	4.05	4.68	-0.63	86.52
5	Giving writing rules for using drugs	4.09	4, 71	-0.62	86.76

Source: Primary Data *Microsoft Excel 16*
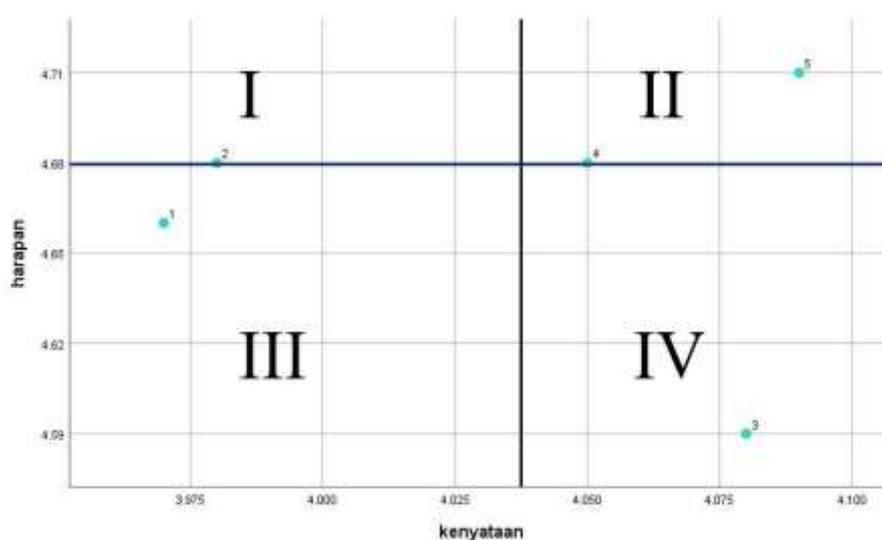
Figure 3. *Cartesian Diagram between Reality and Respondent's Expectations*

g. Simple Linear Regression Analysis

The hypothesis testing proposed in this multiple linear regression analysis is as follows:

H_0 = There is no effect of drug information services (X) on the level of patient satisfaction (Y)

H_a = Yes the effect of drug information services (X) on the level of patient satisfaction (Y)

Table 17. Variable Coefficients of Patient Satisfaction Levels (Y)

Coefficients

Model	Unstandardized coefficients		Standardized coefficients		
	B	*Std. Error*	*Beta*	*t*	*Sig.*
(constant)	7,229	0.784		9,223	0.000
PIO (X)	0.162	0.010	0.653	16,677	0.000

Source: SPSS Primary Data 22

Table 18. Coefficient of Determinants
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.653[a]	0.426	0.424	2,231
PIO (X)	0.162	0.010	0.653	16.677

a.   *Predictors: (Constant). PIO (X)*

Source: SPSS Primary Data 22

3.2 Discussion

Based on the description of the responsiveness table 3.8, it was found that 154 BPJS Health patients or 40.9% were satisfied with drug information services on the responsiveness dimension. Based on the description from the Guarantee table 3.9, it was found that the BPJS Health patients were satisfied as many as 160 people or 42.5%, of the drug information service on the dimension of guarantee. Based on table 3.10 it was found that BPJS Kesehatan patients were satisfied as many as 147 people or 31% of drug information services on the empathy dimension. Based on table 3.11 it was found that 145 people or 38.6% of BPJS Health patients were satisfied with drug information services on the dimension of reliability. Based on table 3.12, it was found that the BPJS Health patients were satisfied as many as 184 people or 48.9% of the drug information service on the tangible dimension. Communication plays a role in the healing of patients associated with collaboration between nurses and other health professionals, and also affects patient and family satisfaction (Saputra, 2020). Communication plays a role in the healing of patients associated with collaboration between nurses and other health professionals, and also affects patient and family satisfaction (Adiwijaya, 2018).

Based on the description from the reality table 3.13, it was found that 3 patients were dissatisfied (0.8%), quite satisfied 74 people (19.7%) satisfied 208 people (55%) and very satisfied 92 people (24.5%). It can be concluded that BPJS Kesehatan patients are satisfied as many as 208 people or 55% of the reality or performance of drug information services provided by pharmacy staff at the pharmacy. The results of the expectations table 3.14 show that 22 people (5.8%), satisfied 75 people (20%), and very satisfied 280 people (74.3%). It can be concluded that 280 BPJS Health patients or 74.3% want high expectations for drug information services provided by pharmacy staff at pharmacies.

Based on Table 3.16 and Figure 3.3, it can be seen that the value of question 1 is in quadrant III with a gap value of 85.08%. Quadrant III means that the patient's expectations for the implementation of the item are low and the reality of the implementation in the pharmacy is also low. The speed of answering drug information from pharmacists to patients needs to be improved in the implementation of drug information services in pharmacies.

The value of question 2 is between Quadrant I and Quadrant III with a gap value of 85.02%. Quadrant I means that the patient's expectations are high for the implementation of question 2 but the reality of the implementation in pharmacies is still low. Quadrant III means that the patient's expectations for the implementation of the item are low and the reality of the implementation in the pharmacy is also low. Providing effective information to patients needs to be improved in its implementation so that customer expectations and the reality carried out in pharmacies can be appropriate.

The value of question 3 with a gap value of 86.88% is in quadrant IV, which means that customer expectations for the item are low, but the reality of implementing the item in pharmacies is already high. Attention by pharmacists needs to be maintained.

The value of question 4 is between quadrant II and quadrant IV with a gap value of 86.52%. Quadrant II means that the customer's expectations and the reality of the implementation of the item are appropriate. Quadrant IV means that the customer's expectations for the item are low, but the reality of the implementation of the item in the pharmacy is already high. The provision of all drug information given by pharmacists is appropriate and needs to be maintained.

The value of question 5 is in quadrant II with a gap of 86.76%, which means that customer expectations and the reality of the implementation of the item are the same as high or appropriate. The provision of writing rules for drug use in pharmacies is in accordance with patient expectations.

Based on the description of these values, it can be concluded that the services that must be maintained are question 3, question 4 and question 5 because BPJS Health patients are satisfied with the service, while the service that must be improved is in question 1 and question 2, namely the speed of answering drug information and the provision of effective drug information. Improvements can be made by providing training to pharmaceutical staff to broaden their knowledge of drugs.

Based on table 3.18 explains the magnitude of the correlation or relationship value, which is 0.653, which means it is not significant because it is more than 0.05. And for the determinant coefficient (R Square) of 0.426, this means that the effect of variable X on variable Y is 42.6%.

IV. Conclusion

Drug information services at the Padjadjaran Health Pharmacy in Bandung City in terms of the results of questionnaire observations have been carried out regularly, the level of satisfaction of BPJS Health patients with drug information services at the Padjadjaran Health Pharmacy, Bandung City is considered satisfied by BPJS Health patients with an average total score of 1520, information services Drugs on the satisfaction level of BPJS Health patients at the Padjadjaran Health Pharmacy, Bandung, have an effect, but are not significant based on the statistical correlation value of 42.6%.

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