

**A STUDY ON PATIENTS' SATISFACTION TOWARDS SERVICES  
OF OUTPATIENT PHARMACY DEPARTMENT ,  
PUTRAJAYA HOSPITAL**

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**PREPARED BY  
NOR KHALIDAH TORJI BINTI NORDIN**

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## **ABSTRACT**

Customer satisfaction is the most important criteria in making the society feeling healthy thus making the hospital environment welcoming to patient. In fact Pharmacy is the last station a patient goes to in their visit to the hospital. Therefore perfect services should well be given by the staff to patient with the intention that their visits to the Pharmacy Department will sooth their feeling after a long day at the hospital. A survey was done so as to evaluate what patients feel towards services given.

The objective of this study was to determine the level of patients' satisfaction with the pharmacy services provided by pharmacy staffs at Putrajaya Hospital. A survey was administered to the patients from Specialist Clinics. Patients were asked to fill a survey form and returned back the survey forms. Surveys were collected from 24<sup>th</sup> September to 29<sup>th</sup> September 2007. Patients were asked about the level of satisfaction with the appearance of facilities at pharmacy, the availability of pharmacy services and quality of the pharmacy services . Data from completed surveys were analyzed using Microsoft Excel . Almost 60% of respondents indicated that they were satisfied with the overall pharmacy services that were delivered. Only 39% of respondents find that they were very satisfied with the services and 1% of respondents were less satisfied with the services delivered.

# **CHAPTER 1**

## **Introduction**

Patients' evaluation of care services is an important component in assessing accessibility of care and the quality of care delivered. Patient satisfaction is an essential tool for measuring the performance of health plans and health care programs. It reflects the provider's ability to successfully deliver care that meets patients' needs.

Patients play a decisive role in selecting their health care providers and becoming active consumers of health care benefits and services. Consumerism and competition in health care sector are the key factors in improving the delivered of health care services. Thus, it is important for health care organizations to identify factors that enhance consumer satisfaction and build loyalty.

Patient satisfaction can be defined as patients' "personal evaluation of health care services and providers". By determining the level of patient satisfaction, it provides the pharmacy patients' perspectives on satisfaction with pharmacy services. The level of patient satisfaction indicated that the pharmacy services were delivered in a better way and fulfills the respondents' needs. Thus, the patient satisfaction is the main role in indicating the successfulness of services provided.

Patient satisfaction can affect patients' health-related decisions and treatment-related behaviors, which can contribute to treatment success and in improved health outcomes. Measure of patient satisfaction is used to evaluate quality of care, and to identify which aspects of services need improvement.

A study that was conducted to assess the level of satisfaction with managed health care plans reported that consumer regarding how the benefits were administered and the quality of care provided were major predictors of patient's satisfaction.