



**FACTORS THAT INFLUENCE THE CUSTOMER'S SATISFACTION TOWARDS
THE PHARMACEUTICAL SERVICE QUALITY:
A CASE STUDY OF HOSPITAL SULTAN ABDUL HALIM, SUNGAI PETANI
KEDAH**

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ABSTRACT

The purpose of this study is to determine the factors that influence the customer's satisfactions towards pharmaceutical service quality in Hospital Sultan Abdul Halim. The research executed was to test the relationship between five criteria which are service promptness, pharmacist attitude, medication counseling, pharmacy facilities, and pharmacy location with customer's satisfactions towards the pharmaceutical service quality. A survey to all 100 respondents was conducted at Hospital Sultan Abdul Halim's Pharmacy which is located in Jalan Lencongan Timur, Bandar Amanjaya, 08000 Sungai Petani Kedah. The result for this study has been analyzed using Statistical Package for the Social Sciences (SPSS). By having a better understanding of the influence of customer's satisfactions for the pharmaceutical service quality, the pharmaceutical industry especially the Hospital Sultan Abdul Halim's Pharmacy would have a brand new marketing strategies and massive improvements on customer services to attract larger groups and distinctive layer of customers.

Keywords: consumer satisfactions, medical, pharmaceutical service.

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF STUDY

An increasing asking of prescription drugs continually grow thus creating a needs for improvement of workflow management within the inpatient and/or outpatient pharmacy settings to provide high-quality services. As we all know, the pharmacist job is to provide medications counseling, prescription screening, dispensing and any related managerial works regarding to the storing of medications (Abdelhadi & Shakoor, 2014). The pharmacist jobs are seen to be more crucial from time to time as the improvement of facilities in medical becomes wide.

Because of that, pharmacy services been widely increasing beyond from simple medication supply to become a more patient-centered and caring service. Pharmacists work in controlled and remote place with other healthcare providers in order to optimize patient's quality of life and achieving the best clinical result. Best professional relationship and communication established and maintained is a must between the pharmacist and the patient to achieve this goal. Pharmacist will need to maintain an appropriate loving attitude and use his/her pharmacotherapy knowledge and skill as the professional's medical officer to ensure patients' health and wellbeing (Khudair & Raza, 2013).

Furthermore, the customer satisfaction is the integration of healthcare and quality component. Improvement of communication, convenience and courtesy will lead to better service of health and ultimately generating better results. High satisfaction will encourage positive health behavioral of patient, such as compliance and continuity with the health care providers (Khudair & Raza, 2013).