

**UNIVERSITI TEKNOLOGI MARA**

**COMPARISON OF PHARMACY SERVICES  
BETWEEN INDEPENDENT AND CHAIN  
PHARMACY**

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## Abstract

Independent and chain pharmacy offers different type of product and services that have it own strength and weaknesses. Based on previous study, independent pharmacy has been ranked to provide better services than chain pharmacy. The main objective was to study aim to compare the pharmacy services between independent and chain pharmacy based on customer satisfaction level. Self-administered 46 items structured questionnaire which consist of products or services mostly bought at the pharmacy, satisfaction level and demographic data were distributed. Data from 165 respondents were analyzed using SPSS version 12. Majority of respondents were males (52%). The highest age range was between 19-30 years old (40%). Majority of the respondents were Malay (64.6%). 33% of the respondents were degree holder. 26.3% from respondents were students. Respondents with household income per month range less than RM1000 were the highest group (26.6%). Independent pharmacy were statistically significant different from chain pharmacy in term of place, promotion, product offered, health check-up activities, prices and services provided by the pharmacist.

**Keywords:** independent pharmacy, chain pharmacy, customer satisfaction, pharmacy services.

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

Currently a lot of pharmacies have been open throughout the country. According to the data given by the Ministry of Health, the pharmacy population ratio that joined the private sector including opening up a community pharmacy is 1:11848 in 1999. In 2006, the pharmacy population ratio has decreased to 1:7828. Out of this ratio some have set up an independent community pharmacy and some joining chain community pharmacy, e.g. Guardian Pharmacy that has 322 outlets in Malaysia.

### 1.2 Definition of independent and chain pharmacy

According to William (2002), Independent Community Pharmacy can be defined as the pharmacy are owned and opened by a pharmacist (a sole proprietorship) or a pharmacist with other pharmacists or non-pharmacists (a partnership). Meanwhile, according to Shane and David (1986), a strict definition of independent community means that no more than three pharmacies are owned by one person. It seems that the pharmacists can practise their knowledge in their own style within the guideline given by the Ministry of