



UNIVERSITI TEKNOLOGI MARA

**A STUDY ON CUSTOMERS' PERCEPTION TOWARDS
PHARMACY COUNTER SERVICES IN
SARAWAK GENERAL HOSPITAL**

TABLE OF CONTENTS	PAGES
ACKNOWLEDGEMENT	i
LIST OF TABLES	ii
LIST OF FIGURES	iii
LIST OF ABBREVIATIONS	iv
EXECUTIVES SUMMARY	v-vi
1.0 CHAPTER 1 INTRODUCTION	
1.1 Overview of the industry	1-3
1.2 Introduction of the Sarawak General Hospital (SGH)	4
1.2.1 Objectives of SGH	4
1.2.2 Mission	5
1.2.3 Motto	5
1.2.4 The counter services provided at SGH	5-6
1.3 Introduction of Pharmacy	7
1.3.1 Pharmacy in SGH	7
1.3.2 Objectives	7
1.3.3 Mission	7
1.3.4 Vision	7
1.4 Background of study	8-9
1.5 Scope of the study	10
1.6 Problem statement	11
1.7 Objectives of the study	12
1.8 Research questions	13
1.9 Significant of study	14
1.10 Limitations of study	15
1.11 Definition of terms	16
2.0 CHAPTER 2 LITERATURE REVIEW	
2.1 An overview of Pharmacy services and patients' satisfaction	17-20
2.2 Conceptual Model of Customer's Perception	21-25
3.0 CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Research design	26
3.2 Data collection methods	26-27
3.2.1 Primary data	
3.2.2 Secondary data	
3.2.2.1 Internal sources	
3.2.2.2 External sources	
3.3 Survey instruments	28-29
3.3.1 Questionnaires	
3.3.2 Pilot testing	
3.4 Sampling technique	30
3.4.1 Sampling frame	

EXECUTIVE SUMMARY

Today's healthcare system appears more dynamic than ever, it operates in an increasing state of change. This changing in health care environment requires that providers not only examine their services but also their method of delivery for such services by re-engineering the basic practices of health care delivery and focusing on the patient care. Hospitals traditionally have been segmented internally into departments, each with responsibility for a set of clinical functions (e.g. pharmacy, laboratory, social work, nursing) or non-clinical functions (e.g. environmental services, finance, human relations)

The purpose of this study is to focus on customer's perception towards Pharmacy counter services provided by Sarawak General Hospital (SGH). The scope of study conducted at the Pharmacy counter. In this study, the researcher used primary and secondary data such as journals, articles, magazines, related book and internet to analyze the all the data collected. Moreover, this study tried to identify the problems occurred at the Pharmacy counter services in SGH. Therefore, about 100 questionnaires were distributed to the patients at the counter. However, only 77 questionnaires were returned and used in this study.

The data were analyzed by using the statistical package for social science (SPSS). The findings show that the respondents (patients), generally quite satisfied with the services provided by the Pharmacy counter. However, there are certain part that the patients were not satisfied, need to be improve by the pharmacy department and top management of SGH.

CHAPTER 1

INTRODUCTION

1.1 Overview of the Industry

The healthcare delivery system has been undergoing formidable challenges in the 1990's. Healthcare providers now face intensified competition due to the industry's movement towards managed health system and maturation with overcapacity (Taylor, 1994). Hospitals traditionally have been segmented internally into departments; clinical function (e.g: pharmacy, laboratory, nursing) and non-clinical such as environmental services, finance and human relations.

Many tertiary care hospitals have chosen to operate their in-patient and out-patient activities as separate entities, in different spaces with different staffs and management structures (Charn and Smith, 1989). One of the clinical departments that play an important role in healthcare delivery system is the Pharmacy Department. As the front-liners of the counter, the pharmacists must have good attitude and personality, friendliness, courteous, good communication with the patients and mostly, they must be patient. These characteristics are very important in order to increase the productivity, performance and at the same time to increase customers (patients) satisfaction.

The services that are being provided by the Pharmacy Department are dispensing medicine, giving information and instruction about the medicine. The pharmacists who are familiar with the philosophy of pharmaceutical care as described by Hepler and Strand (1990) can easily project its potential compatibility with patient-focused care. Overall, the patient-focused care model can improve in-patient and out-patient and increase patient satisfaction (Mansur and Chamerlik, 1995). The patient-

CHAPTER 2

LITERATURE REVIEW

2.1 An Overview of Pharmacy services and patient's satisfaction

The healthcare industry has undergone tremendous improvement and changes in recent years. Many organizations are now focusing on continuously improving the quality of the services that they provide in order to attain patient satisfaction. One of the earlier definitions of the patients satisfaction was developed by Linder-Pelz in 1982 who defined patient satisfaction as the "individual's positive evaluations of distinct dimensions of healthcare".

The recent study by Waleed M. Al-Shakhaa, a doctoral researcher and Mohammed Zairi, from University of Bradford, UK, believe that the application of continuous quality improvement, total quality management (TQM) and patient-focused care (PFC) are important in healthcare delivery system. These concepts and programs will lead to an improvement in both quality and efficiency with which health services are delivered. The study, entitled "The Role of Quality in Pharmaceutical Care Management" and "Delivering Effective Health Care Through Teamwork", describes that Pharmaceutical care represents a significant transition in the profession of pharmacy, where the primary focus is the patient and outcomes of care, rather than the distribution of drugs products (Hepler and Strand, 1990).