



**THE CUSTOMER'S SATISFACTION ON THE ROLES AND SERVICE PROVIDED BY
THE PHARMACIST AND DRUGSTORE**

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ABSTRACT

Pharmacists generally have a communal duty of care. Pharmacy practice studies the different aspects of the practice of pharmacy, and its impact on health care systems, medicine use, and patient care and services. (Cardenas et al. (2020)). A significant therapeutic relationship between the customer and the pharmacist depends on care, confidence, good communication, and concerted efforts to promote well-being, prevent disease, and ensure safe and efficient medication. The study aims to determine the Customer's Satisfaction on the Roles and Service Provided by the Pharmacist and Drugstore. A descriptive-quantitative method as the research design is used in the study. The 387 respondents selected through convenience random sampling answered the online questions via Google. As per IERC protocol, the reliability of the research instrument was established using Cronbach's Coefficient Alpha. The structured questionnaire inspired by a research paper entitled Public Perceptions, Expectations, and Views of Community Pharmacy Practice in Kuwait contains a Likert Scale and demographic questions piloted to 30 individuals through online media. The questionnaire was checked to detect potential errors and prevent them from occurring during the actual online survey. The data gathered and collected were subjected to descriptive quantitative analysis as the basis of the interpretation using Frequency Distribution, Weighted Mean, Standard Deviation and Pearson r correlation. There is no significant influence of customer's confidence and socio-demographic profile. Therefore, due to the customer's confidence they are satisfied with the roles and services provided by the pharmacist.

KEYWORDS: Customers' Satisfaction, Community Pharmacist, Drugstore, Pharmacist, Roles, Services.

INTRODUCTION

Community-based pharmacy practice progresses beyond the four walls of the conventional community-based pharmacy, emphasizing item arrangement or planning and dispensing to convert a health care destination. Also, to provide the service that the patient wants, community-based pharmacy practice is growing. The pharmacist practitioners in a Community-based pharmacy are pharmacists that are interested in this transition, specifically when engaged in leading and advancing team-based patient care programs in communities to promote the health of the patients. (Goode, et. al., 2019)

Community pharmacies are also the first calling point for patients seeking information on mild illnesses for infections or self-care therapies. Local pharmacies also run health promotion programs to assist clients by encouraging good grooming, vaccination, and self-care for viral infections to reduce the need for antibiotics. Local pharmacies are well placed, in partnership with

other health care professionals, to strengthen and encourage health, to educate patients about their illnesses, to advise on minor conditions, to include the correct details about the proper use of drugs and their possible side effects, to promote adherence and to avoid drug therapy issues. (Howard, 2017)

Beyond dispensing drugs, community pharmacists' function has increased and thereby concentrated more on improving patient-centered treatment, patient-care programs, and pharmacist-patient interaction. A pharmacist plays an important role in enhancing the health-related quality of life of the patient by direct patient interaction by minimizing drug-related adverse reactions and encouraging greater medication adherence, and in turn can help minimize unnecessary visits, hospitalization, and readmissions to manufacturers and thereby achieve good clinical results all at limited costs. Local pharmacists help promote wellness, and pharmacists commit to considering their patients' welfare

by taking the oath. (Iskandar et al., 2017).

A confident and satisfied customer may spread favorable words of mouth about the company image that will eventually bring about a positive impact on revenue. The important antecedent of a service experience is a customer's feeling of confidence in an organization, and this form of customers' empathy on their confidence level in the drugstore is of no difference. With increased trust and confidence in the drugstore through increased access to information and improvement, interactions between potential customers and pharmacists may result in revenue growth (Tinggi et al., 2011).

A significant therapeutic relationship between the patient/customer and the pharmacist depends on care, confidence, good communication, and concerted efforts to promote well-being, prevent disease, and ensure safe and efficient medication. However, issues can occur when the patient and the pharmacist have different expectations about the pharmacist and pharmacy services' position. The study aims to determine the Customers'

Satisfaction on the Role and Services Provided by the Pharmacist and Drugstore.

METHODS AND MATERIALS

An online survey was used to determine the respondent's assessment of the The Customer's Satisfaction on the Roles and Service Provided by the Pharmacist and Drugstore. As per IERC protocol, the reliability of the research instrument was established using Cronbach's Coefficient Alpha. Results showed a reliability coefficient of 0.941, indicating very high reliability. The study applied the statistical treatment to determine the respondents and used a Raosoft sample size calculator. A descriptive-quantitative type of research design is conducted in this study. A convenient quota sample of 387 participants was recruited in random places in the Philippines. The researchers sent out and collected the data through an online questionnaire survey. The data gathered, were checked, tallied, interpreted, analyzed, compared and presented accordingly.

RESULTS AND DISCUSSION

I. Socio-Demographic Profile of the Customers

Table 1.1: Age of the Respondent.

	FREQUENCY	PERCENTAGE
20 YEARS OLD AND BELOW	126	32.6%
21 – 30 YEARS OLD	215	55.6%
31 – 40 YEARS OLD	20	5.2%
41 – 50 YEARS OLD	16	4.1%
51 – 60 YEARS OLD	8	2.1%
61 YEARS OLD AND ABOVE	2	0.5%
TOTAL	387	100%

Table 1.1 shows that 55.6% of the respondents are from aged 21-30 years old, these findings indicate that the age range 21-30 with 215 frequency are young adults who are active on social media and who patronize pharmaceutical products like whitening soap, lotion, cologne and groceries in drugstores. These individuals

are computer literate and can manipulate online surveys. Only 0.5% are 61 years old and above since individuals in this age range are not much interested in social media. They reason out that they find it hard to manipulate gadgets.

Table 1.2: Gender of the Respondent.

	FREQUENCY	PERCENTAGE
MALE	117	30.2%
FEMALE	270	69.8%
TOTAL	387	100%

Table 1.2 Shows that 270 or (69.8%) of the respondents were female and 117 or (30.2%) were male. This reveals that more females who are also frequent customers in the drugstores are active in social media than males. Females

are very interested in online selling and networking making them computer literate. Females also visit drugstores to buy household needs and vitamins for the family.

Table 1.3: Civil Status of The Respondent.

	FREQUENCY	PERCENTAGE
SINGLE	337	87.1%
MARRIED	45	11.6%
SEPARATED	0	0.0%
WIDOWED	3	0.8%
DIVORCED	2	0.5%
TOTAL	387	100%

Table 1.3 shows the civil status of the respondents. Many of the respondents are Single 87.1%, 11.6 % are Married, 0.8% are Widowed and 0.5% are Divorced. This implies that in terms of using social media, single individuals have more time in social media and other online

platforms that is why they compose the highest percentage in the study. Married, widowed and divorced individuals spent more time attending to their family and on household chores.

Table 1.4: Profile Of The Respondent In Terms Of Highest Educational Attainment.

	FREQUENCY	PERCENTAGE
ELEMENTARY	2	0.5%
HIGH SCHOOL	73	18.9%
COLLEGE	306	79.1%
MASTERS DEGREE	6	1.5%
TOTAL	387	100%

Table 1.4 shows that 79.1% or 306 respondents are college individuals. The result reveals that since transactions in Education and business are now done online, college individuals who worked towards attaining a living or Education are active in the social media or are present in online platforms that is why they are able to

access the online survey. Individuals who are in elementary level have a frequency of 2 or 0.5% because they cannot follow instructions in the use of social media.

Table 1.5: Location of The Respondents.

	FREQUENCY	PERCENTAGE
Luzon	235	60.7%
Visayas	60	15.5%
Mindanao	92	23.8%
TOTAL	387	100%

Table 1.5 shows the location of the respondents where the majority (60.7%) are from Luzon, (23.8%) are from Mindanao, and (15.5%) are from Visayas. This implies that most of the researchers are from Luzon and have

more concerted efforts in looking for respondents than from Visayas and Mindanao. This can also be attributed to the number of new community drug stores which are starting to operate in Luzon.

2. Respondents' pattern for visiting a drugstore

Table 2.1: Frequency of Visiting A Community Pharmacy/Drugstore of The Respondents.

	FREQUENCY	PERCENTAGE
Very often	40	10.3%
Often	166	42.9%
Rare	155	40.01%
Very rare	26	6.7%

Table 2.1 shows that 42.9% of the respondents often visit a pharmacy or drugstores more frequently than the rest of the respondents. The introduction of health wellness and fitness in the market makes individuals health-conscious now especially during this time of pandemic.

Table 2.2: Identify The Factors Influencing The Customer's Choice Of Any Particular Community Pharmacist

	FREQUENCY	RANK
Close to their home or workplace or shopping mall	91	8 th
Convenient Pharmacy that opens 24/7	281	1 st
Pharmacist knowledge and ability to answer any drug- or disease-related question	231	4 th
Provision of a good range of products and services	235	3 rd
Budget-Friendly	244	2 nd
Hospitality of the pharmacy staff	167	6 th
Cozy and the attractiveness of the environment in the pharmacy store	128	7 th
Proximity to their home or workplace or shopping mall	204	5 th

Table 2.2 shows that 281 of the respondents chose the statement "Convenient Pharmacy that opens 24/7" as rank 1. The most offered reason for a Convenient Pharmacy that opens 24/7 is services of the drugstores are available all the time. Patients are happy with the convenient pharmacy because they can get drugs at any time during the day without waiting. The statement

"Close to their home or workplace or shopping mall" is rank 8 or the last in the rank because customers always consider the availability of the drugstore anytime and anywhere. The need for medicine has no structured time to purchase, once needed customers approached an available drugstore anytime.

3. Determine the customers' perception towards community pharmacist

Table 3.1 Image of Community Pharmacist.

	FREQUENCY	RANK
They are interested in both health and business matters but tend to be more concerned with business matters	154	4 th
They know a lot about drugs and are concerned about and committed to caring for the public	278	1 st
They have a good balance between health and business matters	236	2 nd
They are primarily business people who are more concerned with making money than with the health of their patients	54	5 th
They are more concerned with the health of patients than with the business	183	3 rd

Table 3.1 shows that 278 of the respondents consider pharmacists as somebody who knows a lot about drugs and is concerned about and committed to caring for the public. This means that people consider pharmacists as reliable sources on drug-related concerns and devoted in

caring for the patients. The pharmacists' role in the community has greatly expanded, from being merely focused on dispensing medicines to having patient interactions.

Table 3.2: To Determine The Respondents' Perception Towards Community Pharmacist.

	FREQUENCY	PERCENTAGE
Physician	121	31.3%
Pharmacist	135	34.9%
Family members or friends	107	27.6%
Nurse	24	6.2%
TOTAL	387	100%

4. To determine the customers' confidence on.

Table 4.1: Determine The Customer's Confidence.

	MEAN	STD. DEVIATION	VERBAL INTERPRETATION
The community pharmacist always treats me sincerely	3.94	0.738	SATISFIED
I trust the community pharmacist	4.12	0.728	SATISFIED
The community pharmacist has the ability to answer my questions regarding medication use and disease treatment	4.10	0.751	SATISFIED
The community pharmacist is the first professional you seek answers from when you have a problem with a medication	3.70	0.971	SATISFIED
WEIGHTED MEAN RESPONSE	3.96	0.797	SATISFIED

Table 3.2 shows that 34.9% or 135 of the respondents approached pharmacists for a consultation about any drug-related problem or question. Society believes that pharmacists are more knowledgeable about the doses and side effects of medications and they are the most accessible healthcare professionals. To consult a pharmacist, no agreement is required, and the patients can get free consultations and impartial advice anywhere (Rutter, 2020). Physician has 31.3%, next in rank to the Pharmacist. Many consider consultation to a physician expensive and must spend time making appointments for consultation and the patient has to be observed for some time before administering medicine. Family members or friends have 27.6% since advice can be based on

experience and the patient is near the family members. The nurse has 6.2% because patients or society considers the nurse as just an assistant to a physician and has less knowledge on dispensing drugs.

Table 4.1 Shows that the extent of customer confidence in the roles of the pharmacist in terms of attitudes. The median score for confidence and trust in community pharmacists reflected satisfied confidence/trust with a weighted mean response of 3.96. This implies that all the factors stated are practiced by a community pharmacist. Customers are satisfied with a pharmacist's efforts to improve patient wellbeing, administer patient drugs, and resolve issues related to medications.

5. Determine the customers' expectation towards

Table 5.1: To Determine The Customers' Expectation Towards.

	MEAN	STD. DEVIATION	VERBAL INTERPRETATION
Teach me about the directions for use of medications	4.25	0.751	VERY SATISFIED
Answer my drug-related questions	4.28	0.742	VERY SATISFIED
Advise me on minor ailments/side effects, e.g., headache, heartburn, constipation, muscle pain, and minor skin problems	4.21	0.790	VERY SATISFIED
Educate me about the medication's action and indication.	4.18	0.811	SATISFIED
Check my prescriptions for accuracy in terms of drug name and dose	4.38	0.757	VERY SATISFIED
Help me in selecting an over-the-counter or parapharmaceutical product, e.g., baby care product, hair products, and cosmetics	4.20	0.819	SATISFIED
Counsel me about the disease that I am suffering from	3.84	0.994	SATISFIED
Initiate a dialog with me or my physician when necessary to obtain a sufficiently detailed medication history	3.93	0.902	SATISFIED
Perform proper screening and monitoring for specific health conditions and diseases, e.g., measuring blood pressure, blood glucose, and blood cholesterol	3.81	0.989	SATISFIED
Monitor my health progress to ensure the safe and effective use of medications	3.80	1.014	SATISFIED
When I am buying my prescription medication, the pharmacist provides me with thorough medication counseling and encourages me to ask questions	3.93	0.993	SATISFIED
When I am in the pharmacy I feel totally at ease about asking the pharmacist for advice	4.01	0.925	SATISFIED
When I go to the pharmacy with a problem, the pharmacist gives me enough time to discuss my problem and listens to me carefully	3.87	0.936	SATISFIED
When I go to the pharmacy to ask any drug related question, the pharmacist is knowledgeable enough and always ready to answer my questions	4.15	0.809	SATISFIED
WEIGHTED MEAN RESPONSE	4.04	0.857	SATISFIED

Table 5.1 shows the median expectation score of the participants, which is 4.04 reflected a satisfied expectation. The result reveals that society is fulfilled with the roles of a pharmacist. Patients put their trust to the guidance and to the knowledge of the pharmacist on drug-related issues. Four factors, “Teach me about the directions for the use of medications”, “Answer my drug-related questions, Advise me on minor ailments/side effects, e.g., headache, heartburn, constipation, muscle pain, and minor skin problems”, and “Check my prescriptions for accuracy in terms of

drug name and dose” got a very satisfied response. The result implies that the pharmacist has gained an excellent appreciation from customers on these factors. These factors are the expectations of the customers which are strongly evident from the pharmacist.

Ten of the factors got a satisfied response. The result implies that the factors are not at all times practiced or strongly evident in the pharmacist. This could be due to barriers like time, personal experiences and customer’s attitude towards the pharmacist.

6. Determining services offered by

Table 6.1: The Community Pharmacist.

<i>Services</i>	<i>Respondents n = 387</i>
<i>Offered by the pharmacist</i>	<i>n (rank)</i>
The pharmacist provided medication with a clear drug label and explained how to take my medications as directed.	340(88.3%) (1st)
The pharmacist always explains the side effects of medications.	275 (71.4%) (2nd)
The pharmacist listens to what I have to say.	273(70.9%) (3rd)
The pharmacist ensures I fully understand the explanation given.	264(68.6%) (4th)
The drug information provided is accurate.	255(66.2%) (5th)
The pharmacist is helpful when I have problems with my medications.	248(64.4%) (6th)
Advice on minor illness ailments/side effects, e.g., headache, heartburn, constipation, muscle pain, and minor skin problems	246(63.9%) (7th)
The pharmacist provides sufficient health-related reading materials such as posters and leaflets.	183(47.5%) (8th)
Maintenance of patients’ medical records.	157(40.8%) (9th)
Communication with the doctor.	149(38.7%) (10th)
Injections and immunizations.	99(25.7%) (11th)
Advice on smoking cessation.	87(22.6%) (12th)

Table 6.1 Shows that the people or the community is aware of the services offered by the pharmacist. The statement, “The pharmacist provided medication with a clear drug label and explains how to take my medications as directed” ranked first because this service is very evident when buying medicine. Once the medicine is given to the customer the pharmacist provides a clear drug label and instruction on how to take the medicine and explains what will happen if the medicine is not taken religiously. This is related to the statement, “The pharmacist always explains the side effects of medications” which is rank 2. It is the duty of every Pharmacist to inform the customer the side effects of a particular medicine when taken in an empty stomach, when sick with a degenerative or serious illness or other symptoms that may cause adverse effects to the body

when taking the drugs.

Advice on smoking cessation ranks last. Giving advice is a role of the pharmacist but as to whom the advice is given would be difficult because the pharmacist cannot be asking everyone who visits the drugstore, “do you smoke”? This action is unethical. If the pharmacist is aware that the individual smoke, then the advice to stop can be given and the adverse effects of smoking should be explained to the person.

Based on the responses, the researchers found out that the public is aware of the services and roles of a pharmacist.

Table 6.2: Services offered by the drugstore.

<i>Offered by the drugstore</i>	n (rank)
The pharmacy is well maintained.	355(92.2%) (1st)
The pharmacy is clean and tidy.	325(84.4%) (2nd)
The waiting area is comfortable.	281(73%) (3th)
The waiting time to get a line number at the drugstore counter is short.	256(66.5%) (4th)
There is sufficient seating in the waiting area.	254(66%) (5th)
The waiting time to get my medication at the drugstore counter is short.	232(60.3%) (6th)
Provide Screening services, e.g., blood pressure, blood glucose, blood cholesterol and body weight measurement.	202(52.5%) (7th)

Table 6.2 Shows that people are conscious of the environment, the physical setting, and the facilities of the drugstore. Rank 1 to 5 are factors which influence a customer to visit and patronize a drugstore. A well-maintained pharmacy, a clean and comfortable environment are top priority in the choices because people are sensitive to physical appearance. This is very much true in this pandemic because people want to boost their immune system by making the surroundings clean.

weight measurement” is last in the rank because these services were introduced late. Many are not aware that these services are offered in the pharmacy. Patients used to submit for laboratories on blood glucose and cholesterol, blood pressure and body weight measurement in hospitals and clinics. Having these services in the pharmacy give the patients the chance to monitor their health without waiting and spending a lot of money.

The statement, “Provides Screening services, e.g., blood pressure, blood glucose, blood cholesterol and body

7. Is there a significant relationship between the respondents’ demographic profile to the respondents confidence

Table 7.1: Age.

	Age	r value	Strength	p-value	Sig
Confidence	20 YEARS OLD AND BELOW	.014	VERY WEAK	p = 0.789 > 0.05	NS
	21 – 30 YEARS OLD				
	31 – 40 YEARS OLD				
	41 – 50 YEARS OLD				
	51 – 60 YEARS OLD				
	61 YEARS OLD AND ABOVE				

Table 7.2: Sex.

		r value	Strength	p-value	Sig
Confidence	MALE	-.016	VERY WEAK	p = 0.750 > 0.05	NS
	FEMALE				

Table 7.3: Marital status.

		r value	Strength	p-value	Sig
Confidence	SINGLE	-.020	VERY WEAK	p = 0.693 > 0.05	NS
	MARRIED				
	WIDOWED				
	DIVORCED				

Table 7.4: Highest Educational Attainment.

		r value	Strength	p-value	Sig
Confidence	ELEMENTARY	.054	VERY WEAK	p = 0.287 > 0.05	NS
	HIGH SCHOOL				
	COLLEGE				
	MASTERS DEGREE				

Table 7.5: Location.

		r value	Strength	p-value	Sig
Confidence	LUZON	-.062	VERY WEAK	p = 0.227 > 0.05	NS
	VISAYAS				
	MINDANAO				

CONCLUSION

The study showed there is no significant influence on the customers’ level of confidence and socio-demographic profile. They expressed satisfied confidence and expectations on the knowledge and attitude of the pharmacist on drug-related issues. Therefore, due to the customer’s confidence, they are satisfied with the roles and services provided by the pharmacist. Nonetheless, it is important to raise public awareness on the customers’ satisfaction, expectations, knowledge, and attitude on the roles and services provided by the pharmacist and drugstore.

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