

The Relationship Between Service Quality Dimensions and Outpatient Satisfaction Levels at the Pharmacy Installation of Arosuka Regional General Hospital, Solok Regency in 2026

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ABSTRACT

Patient satisfaction is an important indicator of healthcare service quality and reflects patients' perceptions of the services they receive. In hospital pharmacy services, service quality can be assessed using the SERVQUAL dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. This study aimed to analyze the association between service quality dimensions and outpatient satisfaction at the Pharmacy Installation of Arosuka Regional Hospital, Solok Regency. A quantitative study with a cross-sectional design was conducted from January to May 2026. A total of 357 respondents were selected from 3,355 outpatients using simple random sampling based on the Slovin formula. Data were collected using structured questionnaires and analyzed through univariate analysis and the Chi-square test with a 95% confidence level, with statistical significance set at $p \leq 0.05$. The findings showed that 62.2% of respondents were satisfied with the pharmacy services provided. Most respondents also rated the tangibles, reliability, responsiveness, assurance, and empathy dimensions positively. Chi-square analysis demonstrated statistically significant associations between all five SERVQUAL dimensions and outpatient satisfaction (all $p < 0.001$). Among these dimensions, reliability and responsiveness emerged as the most influential factors, indicating that patients place greater importance on timely, accurate, and responsive pharmacy services. These findings suggest that continuous improvements in service reliability and responsiveness, supported by adequate physical facilities, professional competence, effective communication, and patient-centered care, are essential to enhance patient satisfaction and improve the overall quality of hospital pharmacy services.

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1. INTRODUCTION

Quality healthcare services are a fundamental need of the community and must be optimally provided by every healthcare facility. Hospitals, as healthcare institutions, play a strategic role in improving public health status through the delivery of high-quality, safe, and patient-centered services. In the context of modern healthcare systems, service quality is not only measured by clinical outcomes but also by patients' perceptions and satisfaction with the services received. Patient satisfaction is an important indicator for evaluating the success of healthcare services, as it reflects the extent to which the services provided meet patients' expectations [1].

One of the service units that plays a significant role in supporting hospital service quality is the pharmacy department. Pharmaceutical services are not limited to the provision of medications but also include services that ensure patient safety, accuracy, and comfort in receiving therapy. According to the Regulation of the Minister of Health of the Republic of Indonesia Number 72 of 2016 concerning Standards for Pharmaceutical Services in Hospitals, pharmaceutical services must be implemented in accordance with quality standards that encompass patient safety, service effectiveness, and patient satisfaction. This indicates that the quality of pharmacy services is an essential component in determining the overall quality of hospital services [2].

The quality of pharmaceutical services can be assessed using various approaches, one of which is the SERVQUAL model developed by Parasuraman et al. (1988). This model evaluates service quality based on five dimensions: tangible, reliability, responsiveness, assurance, and empathy. These dimensions are important factors influencing patients' perceptions and satisfaction with the services provided. The higher the quality of each dimension, the greater the level of patient satisfaction [3].

In practice, hospital pharmacy services often encounter various challenges that may affect patient satisfaction, particularly in outpatient services where patient volumes are relatively high. One important indicator of pharmaceutical service quality is medication dispensing waiting time. According to standards established by the Ministry of Health, the maximum waiting time is ≤ 30 minutes for compounded medications and ≤ 15 minutes for non-compounded medications. However, prolonged waiting times remain one of the most common complaints reported by patients in healthcare facilities [2].

Based on a preliminary survey conducted among 10 outpatient respondents at the Pharmacy Department of RSUD Arosuka, several service-related issues were identified. Seven respondents (70%) reported that prescription processing times were excessively long. In addition, six respondents (60%) perceived the waiting area as uncomfortable, particularly during crowded conditions or rainy weather. Five respondents (50%) stated that seating facilities were inadequate. Regarding staff services, six respondents (60%) perceived the pharmacy staff as less friendly or excessively noisy while providing services. Furthermore, seven respondents (70%) complained that the overall service process was still slow.

Previous studies have demonstrated an association between service quality dimensions and patient satisfaction levels. However, the findings have been inconsistent and are highly dependent on the conditions of each hospital, service delivery systems, and patient characteristics. Moreover, most studies have been conducted in different settings and contexts, limiting the generalizability of their findings. To date, no study has specifically examined the relationship between service quality dimensions and outpatient satisfaction at the Pharmacy Department of RSUD Arosuka, Solok Regency. Therefore, further research is needed to identify the factors influencing patient satisfaction in this particular setting [4] [5].

The problems identified at RSUD Arosuka indicate a discrepancy between established pharmaceutical service standards and their implementation in practice. If these issues are not addressed promptly, they may lead to decreased patient satisfaction, reduced public trust in the hospital, and a decline in the overall image of healthcare services. Therefore, a comprehensive investigation of the relationship between service quality dimensions and patient satisfaction is necessary as a basis for service quality improvement.

In the pharmacy department, the tangible dimension includes adequate physical facilities, such as comfortable waiting areas and well-organized service rooms. The reliability dimension refers to the ability of pharmacy staff to provide services accurately and within the established time standards. Responsiveness reflects the willingness and ability of staff to respond promptly to patients' needs, such as providing clear explanations regarding prescribed medications. Assurance relates to the ability of pharmacy personnel to instill confidence and a sense of security in patients, while empathy encompasses caring attitudes and individualized attention to patients' needs.

Furthermore, pharmaceutical service standards identify medication dispensing waiting time as an important indicator of service quality, with a maximum standard of ≤ 30 minutes for compounded medications and ≤ 15 minutes for non-compounded medications [2]. This highlights the crucial role of pharmacy service quality in determining patient satisfaction.

The issues identified at RSUD Arosuka further emphasize the gap between established pharmaceutical service standards and actual service delivery. Failure to address these shortcomings may negatively affect

patient satisfaction, public trust, and the hospital's reputation. Consequently, an in-depth analysis of the relationship between service quality dimensions and patient satisfaction is essential to support evidence-based quality improvement initiatives.

Based on the aforementioned considerations, this study aims to analyze the relationship between service quality dimensions and the level of outpatient satisfaction at the Pharmacy Department of RSUD Arosuka, Solok Regency, in 2026. The findings of this study are expected to serve as a basis for evaluation and policy development to improve the quality of pharmaceutical services and enhance patient satisfaction.

2. METHOD

This quantitative study employed a cross-sectional design to examine the relationship between service quality dimensions (tangible, reliability, responsiveness, assurance, and empathy) and outpatient satisfaction at the Pharmacy Department of RSUD Arosuka, Solok Regency, in 2026. The study was conducted from January 10 to May 29, 2026. The study population consisted of 3,355 outpatients who received services at the Pharmacy Department. Using a random sampling technique and the Slovin formula, a total of 357 respondents were selected. Eligible participants were patients aged 15–65 years, willing to participate, able to communicate, read, and write, and present in the outpatient pharmacy waiting area during data collection [6].

Data were collected through interviews and structured questionnaires. The independent variables were the five dimensions of service quality, while the dependent variable was patient satisfaction. Data were analyzed using univariate and bivariate analyses. Univariate analysis was used to describe the distribution of study variables through frequency tables, whereas bivariate analysis was performed using the Chi-square test with a 95% confidence level. A $p\text{-value} \leq 0.05$ was considered statistically significant.

3. RESULTS AND DISCUSSION

Arosuka Regional Hospital is a government-owned hospital established by the Solok Regency Government in 2007. It is currently classified as a Type C hospital, has achieved Paripurna (Full) accreditation, and operates under the Regional Public Service Agency (BLUD) management system. As a referral hospital in Solok Regency, it provides comprehensive healthcare services, including outpatient pharmaceutical services through its Pharmacy Installation. The Pharmacy Installation serves approximately 150 outpatients per day and is staffed by 21 personnel, comprising pharmacists, pharmacy technicians, and administrative staff. However, several pharmacy service processes are still performed manually, which may affect service efficiency.

3.1. Respondent Characteristics

The characteristics of respondents in this study include age, sex, occupation and education level.

a. Age

Table 1. Frequency Distribution of Respondents' Age at the Pharmacy Department of RSUD Arosuka in 2026

Age	Frequency (f)	Percentage (%)
< 25 years	6	1,7
26–35 years	146	40,9
36–45 years	191	53,5
> 46 years	14	3,9
Total	357	100,0

Based on Table 1, The age distribution of respondents indicated that the largest proportion of participants belonged to the 36–45 years age group, comprising 191 respondents (53.5%).

b. Sex

Table 2. Frequency Distribution of Respondents' Sex at the Pharmacy Installation of Arosuka Regional Hospital, 2026

Sex	Frequency (f)	Percentage (%)
Female	198	55,5
Male	159	44,5

Total	357	100,0
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Based on Table 2, The sex distribution of respondents showed that the majority of respondents were female, totaling 198 individuals (55.5%)

c. Occupation

Table 3. Frequency Distribution of Respondents' Occupation at the Pharmacy Installation of Arosuka Regional Hospital, 2026

Occupation	Frequency (f)	Percentage (%)
Civil Servant	115	32,2
Private Sector Employee	96	26,9
Military Personnel/Police Officer	30	8,4
Entrepreneur	55	15,4
Etc.	61	17,1
Total	357	100,0

Based on Table 3, The distribution of respondents occupations showed that the largest occupational group was government employees, comprising 115 respondents (32.2).

d. Education Level

Table 4. Frequency Distribution of Respondents' Educational Level at the Pharmacy Installation of Arosuka Regional Hospital, 2026

Education Level	Frequency (f)	Percentage (%)
Elementary School	6	32,2
Junior High School	10	26,9
Senior High School	111	8,4
Diploma	93	15,4
Bachelor's Degree	137	17,1
Total	357	100,0

Based on Table 4, The distribution of respondents' educational levels showed that the largest proportion of respondents held a bachelor's degree, totaling 137 individuals (38.4%).

3.2. Univariate Analysis

a. Distribution of Dependent Variable

Table 5. Frequency Distribution of Dependent Variable Outpatients at the Pharmacy Installation of Arosuka Regional Hospital, 2026

Patient Satisfaction	Frequency (f)	Percentage (%)
Dissatisfied	135	37,8
Satisfied	222	62,2
Total	357	100,0

Based on Table 5, Patient Satisfaction distribution of respondents showed that the majority of respondents were satisfied, totaling 222 individuals (62,2%).

b. Distribution of Independent Variables

Univariate analysis was conducted to determine the frequency distribution of each variable studied. The results of the univariate analysis based on the results of the study of 357 respondents can be seen in the following description:

Table 6. Frequency Distribution of Independent Variables (Tangible, Reliability, Responsiveness, Assurance, and Emphaty) in Outpatients at the Pharmacy Installation of Arosuka Regional Hospital, 2026

No.	Variable	Frequency (<i>f</i>)	Percentage (%)
1.	Tangible		
	Poor	70	19,6
	Good	287	80,4
2.	Reliability		
	Unreliable	82	23,0
	Reliable	275	77,0
3.	Responsiveness		
	Unresponsive	93	26,1
	Responsive	264	73,9
4.	Assurance		
	Poor	98	27,5
	Good	259	72,5
5.	Emphaty		
	Poor	36	10,1
	Good	321	89,9
Total		357	100,0

Based on Table 6, among the 357 respondents, 70 respondents (19.6%) rated the tangibles dimension as poor, while 82 respondents (23.0%) perceived the reliability dimension as unreliable. Regarding the responsiveness dimension, 93 respondents (26.1%) perceived the service as unresponsive. Furthermore, the assurance dimension was rated as poor by 98 respondents (27.5%). Finally, 36 respondents (10.1%) rated the empathy dimension as poor.

3.3. Analisis Bivariat

Table 8. The Relationship Between Independent Variables and Compliance in Paying Fees Among Outpatients at Sijunjung Regional General Hospital in 2024

No	Variable	Patient Satisfaction				Total		<i>p-value</i>
		Dissatisfied		Satisfied				
		f	%	f	%	f	%	
1.	Tangible							
	Poor	70	100	0	0	70	100	*0,000
	Good	65	22,6	222	77,4	287	100	
2.	Reliability							
	Unreliable	6	7,3	76	92,7	82	100	*0,000
	Reliable	129	46,9	146	53,1	275	100	
3.	Responsiveness							
	Unresponsive	76	81,7	17	18,3	93	100	*0,000
	Responsive	59	22,3	205	77,7	264	100	
4.	Assurance							
	Poor	64	65,3	34	34,7	98	100	*0,000
	Good	71	27,4	188	72,4	259	100	
5	Emphaty							
	Poor	29	80,6	7	19,4	36	100	*0,000
	Good	106	33,0	215	67,0	321	100	
	Total	135	37,8	222	62,2	357	100	

* Significant if $\alpha < 0,05$

a. Relationship Between the Tangibles Dimension and Outpatient Satisfaction at the Pharmacy Installation of Arosuka Regional Hospital, Solok Regency

Based on Table 7 above, it shows that out of 70 respondents who rated the tangibles dimension as poor, all 70 respondents (100.0%) were dissatisfied, while none of the respondents (0.0%) were satisfied. The Chi-square test results at a 95% confidence level ($\alpha = 0.05$) yielded a p-value of 0.000 ($p < 0.05$), indicating a statistically significant association between the tangibles dimension and the level of outpatient satisfaction at the Pharmacy Installation of Arosuka Regional Hospital, Solok Regency, in 2026.

In hospital pharmacy services, the tangibles dimension encompasses not only physical facilities and infrastructure but also service information, waiting area comfort, queuing systems, and the appearance of pharmacy staff. The findings of this study demonstrated a statistically significant association between the tangibles dimension and outpatient satisfaction. Most respondents who rated the tangibles dimension as good were satisfied with the services provided, whereas all respondents who rated it as poor reported dissatisfaction. This finding suggests that patients tend to evaluate service quality based on physical aspects that are directly observable and experienced during service delivery.

These findings are consistent with the theories proposed by Andaleeb (2001), Kotler and Keller (2016), and Bitner (1992), which emphasize the importance of the physical service environment in shaping customer perceptions and satisfaction. A clean, comfortable, and well-organized healthcare environment can enhance patients' experiences and perceptions of service quality. Therefore, the Pharmacy Installation of Arosuka Regional Hospital should continue to maintain and improve its physical facilities and service environment to enhance patient satisfaction and the overall quality of pharmacy services [7][1][8].

b. Relationship between the Reliability Dimension and Outpatient Satisfaction at the Pharmacy Installation of Arosuka Regional Hospital, Solok Regency

The findings indicated that among the 82 respondents who perceived the reliability dimension as unreliable, 6 (7.3%) reported being dissatisfied, while 76 (92.7%) reported being satisfied. The findings revealed an unexpected distribution pattern, in which the majority of respondents who rated the reliability dimension as poor were nevertheless satisfied with the pharmacy services. This pattern is inconsistent with the theoretical expectation that lower perceived reliability is associated with lower patient satisfaction. However, the Chi-square test conducted at a 95% confidence level ($\alpha = 0.05$) yielded a p-value of < 0.001 , indicating a statistically significant association between the reliability dimension and outpatient satisfaction at the Pharmacy Installation of Arosuka Regional Hospital, Solok Regency.

The reliability dimension refers to the ability of healthcare providers to deliver services accurately, consistently, and dependably in accordance with established standards. According to Parasuraman, Zeithaml, and Berry (1988), reliability is one of the most important dimensions of service quality because it directly influences patients' perceptions of service quality [3]. Similarly, Kotler and Keller (2016) stated that customer satisfaction is achieved when service performance consistently meets or exceeds customer expectations [1], while Tjiptono (2014) emphasized that service accuracy and timeliness are essential determinants of customer satisfaction [9].

The findings of this study are generally consistent with previous studies that reported a significant association between reliability and patient satisfaction (Saputra, 2021; Marlina, 2020; Hidayatullah, 2019). Nevertheless, the unexpected distribution observed in this study suggests that additional factors, such as respondents' perceptions of reliability or the influence of other service quality dimensions, may have contributed to patient satisfaction. Therefore, further investigation is needed to better understand this inconsistency and to support continuous improvements in the quality of pharmacy services [10].

c. The Relationship between Responsiveness Dimension and Outpatient Satisfaction at the Pharmacy Installation of Arosuka Regional Hospital, Solok Regency

The findings indicated that among the 93 respondents who perceived the responsiveness dimension as unresponsive, 76 (81.7%) reported being dissatisfied, while 17 (18.3%) reported being satisfied. The distribution of the data showed that respondents who perceived the responsiveness dimension as good were more likely to be satisfied, whereas those who perceived it as poor were predominantly dissatisfied. The Chi-square test conducted at a 95% confidence level ($\alpha = 0.05$) yielded a p-value of < 0.001 , indicating a statistically significant association between the responsiveness dimension and outpatient satisfaction at the Pharmacy Installation of Arosuka Regional Hospital, Solok Regency, in 2026. These findings suggest that greater responsiveness of healthcare providers is associated with higher levels of patient satisfaction.

The responsiveness dimension refers to the willingness and ability of healthcare providers to deliver prompt and timely services while assisting patients effectively. According to Parasuraman, Zeithaml, and Berry (1988), responsiveness is one of the core dimensions of service quality, reflecting the promptness and willingness of staff to provide assistance. Similarly, Kotler and Keller (2016) stated that timely and

responsive services enhance customer satisfaction, whereas delays in service delivery reduce perceived service quality. Tjiptono (2014) also emphasized that prompt service is a key determinant of customer satisfaction, particularly in healthcare settings where waiting time is an important concern [1].

The findings of this study are consistent with previous studies reporting a significant association between responsiveness and patient satisfaction (Hartono, 2022; Wulandari, 2021; Kartika, 2020). Although respondents who perceived healthcare providers as responsive were generally more satisfied, some remained dissatisfied despite positive ratings of responsiveness. This finding suggests that other factors, such as prescription waiting time, high patient volume, and limited pharmacy staff, may also influence patient satisfaction. Therefore, improving the timeliness and efficiency of pharmacy services should remain a priority to enhance patient satisfaction and the overall quality of pharmaceutical care [9].

d. The Relationship between Assurance Dimension and Outpatient Satisfaction at the Pharmacy Installation of Arosuka Regional Hospital, Solok Regency

The findings indicated that among the 98 respondents who perceived the assurance dimension as poor, 64 (65.3%) reported being dissatisfied, while 34 (34.7%) reported being satisfied. The Chi-square test performed at a 95% confidence level ($\alpha = 0.05$) yielded a p-value of < 0.001 , indicating a statistically significant association between the assurance dimension and outpatient satisfaction at the Pharmacy Installation of Arosuka Regional Hospital, Solok Regency, in 2026.

The findings of this study demonstrated a statistically significant association between the assurance dimension and outpatient satisfaction at the Pharmacy Installation of Arosuka Regional Hospital, Solok Regency ($p < 0.001$). The assurance dimension refers to the knowledge, competence, courtesy, and professionalism of healthcare providers in fostering patients' trust and confidence. According to Parasuraman, Zeithaml, and Berry (1988), assurance encompasses competence, credibility, and security perceived by customers. Similarly, Kotler and Keller (2016) emphasized that customer trust in service providers is a key determinant of satisfaction, while Tjiptono (2014) highlighted that patients' confidence in healthcare services is strongly influenced by the assurance provided by healthcare professionals [3] [1] [9].

The present findings are consistent with previous studies reporting a significant association between assurance and patient satisfaction. Effective communication, professional competence, and courteous interactions have been shown to enhance patients' trust and improve their overall satisfaction with healthcare services. These findings support the importance of assurance as one of the essential dimensions of service quality in hospital pharmacy settings.

Although respondents who perceived the assurance dimension as good were generally more satisfied, some remained dissatisfied despite positive evaluations of assurance. This may be attributed to factors such as inadequate medication counseling, limited consultation time, or differences in patients' expectations and perceptions of the services received. Therefore, strengthening the professional competence and communication skills of pharmacy staff should remain a priority to improve patient satisfaction and the overall quality of pharmacy services.

e. The Relationship between Empathy Dimension and Outpatient Satisfaction at the Pharmacy Installation of Arosuka Regional Hospital, Solok Regency

The findings indicated that among the 36 respondents who perceived the empathy dimension as poor, 29 (80.6%) reported being dissatisfied, while 7 (19.4%) reported being satisfied. The Chi-square test conducted at a 95% confidence level ($\alpha = 0.05$) yielded a p-value of < 0.001 , indicating a statistically significant association between the empathy dimension and outpatient satisfaction at the Pharmacy Installation of Arosuka Regional Hospital, Solok Regency, in 2026. These findings suggest that greater empathy demonstrated by pharmacy staff is associated with higher levels of patient satisfaction.

The empathy dimension refers to the provision of individualized attention, genuine care, and an understanding of patients' needs. According to Parasuraman, Zeithaml, and Berry (1988), empathy encompasses individualized attention, effective communication, and an understanding of customers' specific needs. Likewise, Kotler and Keller (2016) emphasized that customer-oriented services require personalized attention to enhance satisfaction, while Tjiptono (2014) stated that empathy plays an essential role in establishing positive relationships between healthcare providers and patients [3][1][9].

The findings of this study are consistent with previous research demonstrating a significant association between empathy and patient satisfaction. Although respondents who perceived pharmacy staff as empathetic were generally more satisfied, some remained dissatisfied despite positive evaluations of empathy. This may be attributed to factors such as limited consultation time, high patient volume, and brief interactions between pharmacy staff and patients. Therefore, strengthening patient-centered communication, individualized attention, and compassionate care should remain a priority to improve patient satisfaction and the overall quality of pharmacy services.

4. CONCLUSION

This study demonstrated that the majority of outpatients at the Pharmacy Installation of Arosuka Regional Hospital were satisfied with the pharmacy services provided. All five SERVQUAL dimensions tangibles, reliability, responsiveness, assurance, and empathy were significantly associated with patient satisfaction ($p < 0.001$). Among these dimensions, reliability and responsiveness were identified as the most influential factors, indicating that patients place greater value on accurate, timely, and responsive pharmacy services when evaluating their overall satisfaction.

These findings highlight the importance of continuously improving the quality of hospital pharmacy services through strengthening service reliability and responsiveness while maintaining adequate physical facilities, professional competence, effective communication, and patient-centered care. Continuous quality improvement in these areas is expected to enhance patient satisfaction and contribute to the delivery of high-quality pharmaceutical services in hospital settings.

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