

Effective Implementation of Marketing Management of Hospital Pharmacy: A Study on the Impact of Hospital Service Quality Improvement in Enhancing the of Patients' Satisfaction and Loyalty

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Effective Implementation of Marketing Management of Hospital Pharmacy: A Study on the Impact of Hospital Service Quality Improvement in Enhancing the of Patients' Satisfaction and Loyalty

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ABSTRACT

Background: The aims of this study determined the implementation of the marketing function in providing the hospital pharmacy services.

Method: The method used in this study is qualitative research, where the study approaches emphasize the process of analysis and disclosure of the marketing phenomena that occur during the research.

Results: The role of pharmaceutical installation marketing in hospitals always communicates with customers about the best service that consumers expect. However, the difficulty of obtaining some of the medications required by the patient is definitely a barrier to the hospital pharmaceutical installation to provide the best service to the consumer.

Conclusion: In implementing the pharmaceutical marketing functions for all hospital service consumers, staff marketing should be able to provide the best service required by consumers. The importance of marketing strategies for pharmaceutical installations should be able to build a positive image in providing the best pharmaceutical services to consumers. Therefore, the installation of medicines, not only focused on pharmaceutical product services but also offer excellent service for consumers

Keywords: pharmacy services, service quality, marketing, hospital, loyalty

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Background

The quality of its human resources determines the success of the healthy development of an area. The condition itself is determined by the fundamental quality of public health as well as human rights. Therefore, the improvement of public health is certainly a government concern, especially the health office to create a healthy community to obtain optimal health services. It is undoubtedly appropriate from the Indonesia health regulation number 23/1992 through article 4 explained that everyone has the same right in getting healthcare. Therefore, the government indeed provides the regulates and supervises of the better health care quality within the cost of healthcare that can reach for all the community. This is in line with the explanation of the World Health Agency that health is a fundamental human right so that it becomes the obligation of the government to help the community to improve the quality and health services in hospitals optimally. Therefore, the better level of health service is undoubtedly hoping for everyone in fulfilling the public health level during a proper treatment at the hospital. This is indeed become a form of health care programs from the government in improving the quality of health in society. This has also become a manifestation of health enhancement to provide primary care for everyone, both in the prevention of disease, healing, and disease recovery. Furthermore, the degree of health will undoubtedly be achieved if the improvement of public health is supported by the availability of hospital services and a unit of pharmacy services that can provide excellent health services (Nasirin and Lionardo, 2020).

Pharmaceutical installation, on the other hand, is become a valuable service that must be available in the hospital.

Nevertheless, the fact of service on pharmaceutical installation is still experiencing problems in service to clients due to limited pharmaceutical personnel who can provide optimal service to clients and help distribute medicine to the client. Therefore, the improvement of service quality in hospitals is undoubtedly related to pharmaceutical installation services available and become an essential part of the hospital that can not separate from the existence of hospitals in improving the quality of service. Nevertheless, the implementation of the services obtained in the hospital and services on the installation of pharmacy certainly can not provide better services that are expected by the consumer users of the service however is not supported by the availability of competent human resources.

To provide a more quality service to consumers of health users, some of the common points that should be available in hospitals such as pharmacy with sufficient medicine during the treatment period of the clients. Therefore, if the medication is not available during the treatment period of the hospital, of course, it will affect the desire of other patients to have healthcare treatment in that hospital. This is also in line with the purpose of health development programs from the health government that is to increase awareness, willingness, and a healthy living ability for everyone to realize the optimal degree of health in society. Besides, to improving the degree of health, the governments are encouraged to build healthcare services such as hospitals in fulfilling health care needs for the whole community.

Based on the explanation of the importance of hospital pharmacy in improving the quality of service for all clients, this study set the research location to the hospital

Bhayangkara Mataram that has had the installation of the pharmacy. The hospital has complete health facilities and human resources that are professional in providing health services to the community that is equipped by pharmaceutical services facilities. In providing pharmaceutical services, the hospital is supported by pharmaceutical installations, which regulate the availability of pharmaceuticals, drug management, distribution of drugs, medical services over prescription physicians, and providing medical information services. Also, to improve the quality of service for all these hospitals, always try to identify problems associated with less medicine that is necessary to equip the pharmacy to improve health care for the community (Nasirin, 2020a). The pharmaceutical distribution system applied to the hospital is by implementing a one-door system where all the pharmaceutical goods are received and issued only by pharmaceutical installations so that the pharmacist can monitor the production of pharmaceutical medicine. Nevertheless, the amount of medication released is still not fully implementing the grouping system based on therapeutic criteria. Therefore, in addressing the expired medicines, the expiration date and an endless number of drugs required by the client, as well as the spread of the list of medicines distributed to the doctor is still not achieved by the hospital installation pharmacy. Based on the problem above, this study offers how to implement marketing function in hospital pharmacy installation to improve the quality of service for all clients.

Administration of hospital pharmacy in improving health services

Hospitals as a health institution for the recovery and maintenance of good health and strongly influenced by the development of health sciences, technological advances in efforts to improve the quality of health services are excellent for the community. It is of course by the health LAW No. 44 of 2009 described that the hospital is the development of health sciences strongly influences a health care institution for the society, advances in technology and socio-economic life must undoubtedly be able to improve the quality services for all communities to realize the degree of good health. According to (Winter et al. 2020) states that the hospital is an organization that uses a combination of exclusive scientific technology that can be used by the unity of educated personnel in addressing health problems for all communities.

According to the decree of the Indonesia Ministry of Health No. 983, article B of 1992, stated that the general hospital should be able to provide better health services to the society and give better specialist, and sub Specialists. The decision further explained that the public hospital serves as a health recovery effort to be empowered by prioritizing the struggles of healing and health care implemented in an integrated effort and implementation of referral efforts. On the other hand, the function of the hospital also to maintain health for each person with quality and affordable service to improve optimal health for everyone. Other features of the hospital are to obtain medical and non-medical services, and as health care providers, referral services, health research and Health Administration for the public. Based on its function, the hospital must undoubtedly be able to

provide hospital pharmacy services for patients, both curative and rehabilitation, so that the expectations of healthy living people can be achieved.

The installation of a hospital pharmacy as a unit in the hospital under the supervision of a pharmacist and assisted by some qualified pharmacists and responsible for the pharmaceutical services, both pharmaceutical planning, drug procurement, drug storage, pharmaceutical supplies, and medical equipment. Furthermore, Fénélon-Dimanche et al. (2020) says that pharmaceutical personnel consists of pharmacists and pharmaceutical technical staff who can use electronic tools of pharmaceutical, which are barriers to professional healthcare in providing medical treatment services to patients (Nasirin, 2020b).

Besides that, all pharmaceutical supplies are grouped based on life-saving medicine useful to help the patient health, the medicine storage for supplies that must be placed in the emergency room. Pharmacy service is a supporting hospital in providing quality healthcare services oriented to patient assistance (Nasirin and Asrina, 2020; Saddique, 2012). Besides, the installation of a hospital pharmacy is part of a hospital. It has a pharmacist who meets the requirements under health legislation that is responsible for all pharmaceutical services that include planning, procurement, production, storage of health supplies of pharmaceutical preparations (Ding, 2018; Latunreng and Nasirin, 2019). Therefore, all the medicine contained in the installation of the pharmacy certainly needs to be grouped according to the category of medicine, so that the pharmacist can efficiently serve the needs of medicine for patients in an effort to improve the quality of health.

In supporting health services to the community, pharmaceutical installation becomes an important part that should be available at the hospital. This is due to the installation of the pharmacy is a service and medical support facilities. Alshakrah et al. (2019) explained that the installation of the pharmacy is a unit in the hospital where the pharmacy activities are aimed at the needs of the hospital itself. Based on this, the primary function of pharmaceutical installation is as a management place ranging from planning, procurement, storage to control conducted by the pharmacist to provide service to all patients in the hospital.

The purpose of pharmaceutical services is to establish an optimal pharmaceutical service in both standard and emergencies by the condition of the patient and to conduct educational information communication on medicine as well as researching the field of pharmacy (Sousa et al., 2020). Further (Rayes et al. (2015) states that units in hospital pharmacies must have a professional pharmacist in charge of providing the standard of pharmaceutical services in hospitals to improve the quality of service, and supervise and facilitate the use of a good rule of treatment in improving the quality of service for every patient in the hospital. The task of a pharmacist in the effort to enhance the quality and quality of services in the hospital, namely to build optimal pharmaceutical services and implement proper communication procedures to clients and to provide information on quality service through analysis and supervision based on prevailing regulations, as well as facilitating and encouraging hospital treatment

standards (Chui and Mott, 2012).

The explanation above shows that the installation of pharmaceuticals is an important part that can not be separated from the hospital and should be able to integrate with hospital service evaluations that are guidelines for improving the quality of services to the clients. According to (Nguyen 2020) argues that the role of pharmaceuticals is essential in supporting the fulfillment of rational drug needs in hospital pharmacy installation. (Hogan-Murphy et al. (2020) further explained that a better medicine management system must understand the efficient management and storage system. The placement of a functional medicine system can be done by placing a new drug received by the pharmacist with the first in order of first in-first out. Also, a pharmaceutical supply placement that has an expiration date in front of a drug that has a final expiration date. The accuracy in addressing the problem of functional medicine dispensing is an essential element to achieve the expected pharmaceutical goals. It is undoubtedly related to the purpose of pharmaceutical services in the hospital in providing optimal pharmaceutical services to clients based on pharmaceutical procedures and professional ethics.

Marketing on the Hospital Pharmaceutical Installation

Hospital marketing is an organizational effort in providing the satisfaction offered to consumers, and it is an integrated management process taking into consideration the excellence of competitiveness as well as the optimal service that can be given to consumer service users. However, marketing is not only referring to sales and advertising alone, but rather an organizational effort in regulating the services of goods and services that will be provided to consumers of such service users (Olson et al. 2018). Furthermore, (Nijssen and Ordanini 2020) considers that marketing is a social process where any individual or group who needs a product that consumers want.

Marketing on hospital pharmaceutical installations is essential in promoting the service products available in the hospital to provide information to the client about the product that could be gain. According to (Arslanagic-Kalajdzic and Zabkar, 2015; McDonough et al. 1998) that marketing is not just advertising or promotional techniques only but how the products offered can be accepted by consumers of such services and have an effect to the consumer welfare, but it is also be the implementation of marketing accountability. Further, the concept of marketing is not only oriented to excellent service and facilities but also oriented on how to know the needs of consumers (Gainer and Padanyi, 2005; Mirzaei et al., 2018). The importance of a marketing role for the hospital pharmacy will undoubtedly impact the quality of service provided by the hospital. These marketing roles are needed to provide the latest information required by the customer.

Based on the marketing principles on the hospital pharmacy installation, the involvement of hospital organizational management that is oriented towards customer-oriented development is a key thing in improving marketing on pharmaceutical installations as well as a real step in the development of healthcare

marketing (Gilboa et al. (2019) suggesting that marketing is part of a business that must be able to identify the needs of customers who can be an attraction in gaining profit and enhance trust in business.

Implementation of Hospital Pharmacy Installation and marketing strategy

Implementation is a process to be able to implement an agreed decision such as hospitals should be able to provide good service for consumers in pharmaceutical installations. However, the failure of implementation occurs while a pharmaceutical policy is not in accordance with the expectations of the organization, such as the turnover of new leadership or positioning new employees on the pharmaceutical installation but not yet understand the problem of pharmacy, or do not understand with the prescriptions given by doctors and the new pharmacy has no experience if prescription medication from doctors is not listed in the formulary of the pharmacy. According to (Olson et al. 2018) that implementation is a way to distribute the policy output performed by the implementer to target groups as an effort to realize policy objectives. The successful application requires an alignment of some essential elements, namely inputs, outputs, and outcomes. Inputs mean as a personnel resource on pharmaceutical installations that can apply the agents to product outputs. The output is the actual decision of those implementing to produce efficient organizational expectations (Gulliksen et al., 1995; Jarratt and Fayed, 2001). Therefore, the implementation process is an important thing that must be applied for the policies expected by an organization or pharmaceutical unit to be carried out well in accordance with the expectation of the pharmaceutical installation in the hospital.

The success of hospital marketing depends on how management can design a service that is expected by consumers. Good marketing strategy is indeed not detached from the services that will be given to consumers as well as build mutually beneficial relationships and create customer satisfaction and can know the expectations of customers. This is certainly required a hospital v marketing strategy that is effective to achieve the purpose of service in accordance with the expectation of the hospital (Ho and Huang, 2019). Thus, marketing strategies are a set of goals and objectives, policies and rules that give direction to marketing efforts overtime at each level. Therefore, the marketing staff becomes very important in promoting the products or services contained in the organization of the hospital and can provide information about the services that will be provided to consumers.

The marketing strategy of the services at hospital pharmacy is to produce quality service that has to do with consumers as it utilizes such services. According to (Kohli and Haenlein 2020), several factors need to be considered in realizing the excellent quality of service, such as formulating a marketing strategy and communicating quality to customers. This is necessary because marketing on pharmaceutical installation is a program of long-term hospital organization that is thorough and strategic. Therefore, marketing in improving the quality of service at the hospital certainly needed a good strategic marketing plan.

In conducting the socialization of the marketing of products of a pharmaceutical organization, a marketing course must comply with the management functions that have been established by an organization such as hospital pharmacy installation. It is necessary to be able to maintain communication with the consumer and to help the management to cooperate with the consumer of service users. The importance of the marketing role in the pharmacy installations is a plan an effective form of communication aimed at affecting consumers of the services provided. According to (Ho and Huang 2019) that hospital marketing is the process of interaction between pharmaceutical services with consumers in delivering excellent services to consumers of healthcare users

Proper marketing placement will undoubtedly be able to establish a good and beneficial relationship for the organization in Building trust between the organization with consumers of the hospital pharmacy installation services. It is in line with the marketing function which is exposed by (Banks et al. 2020; Grabowski and Mullins 1997) that the management can establish and maintain a useful and beneficial relationship between hospital pharmacy installation organization with consumers.

The success of marketing on hospital pharmacy depends on how the public gets the benefits of services on the pharmacy provided to the consumer. Therefore, in creating a good reputation for hospitals is by establishing excellent communication with the consumers and maintaining a good relationship with the management of the hospital in creating an excellent reputation for the hospital, either by raising awareness of the services offered or services to clients by organizing a promotional program to achieve hospital objectives.

Patient satisfaction is the main factor in being prepared by every service provider, such as the hospital. Marketing is a strategic part of the market hospital and is a function of hospital management that can identify the needs and expectations of consumers who are products or services to satisfy the demand that causes the transaction. Nevertheless, competition in health services at the hospital pharmacy installation is a common thing in similar health organizations. This is because the organization is not only focused on social objectives to improve health quality, but the income will be gained from the services that have been given to the consumer.

Healthcare services available on pharmaceutical installations are needed to assist hospitals in hospital products. According to (Radulescu and Cetina 2011; Souba et al. 2001) stated that a good health marketing strategy must have a superior product that can be accepted by consumers who use the hospital services and in management should be able to determine the cost of affordable for the poor as well as providing quality healthcare standards. The strategy is ensuring the quality of health care expected by the customer following the confirmation by (James et al. 2017) that the quality of service focuses on the importance of providing services that can satisfy the needs of consumers. Therefore, health organizations need to pay attention to quality improvement issues so that it can reduce costs but can improve the quality that is one way for the organization to develop the competitiveness of companies.

Based on the subject matter, in improving the quality of the organization required good management quality. Therefore it is necessary that Total quality management can direct each organization as an instrument to address the global challenges. According to (Al-Shdaifat 2015), total quality management is an effort to continuously improve the performance of healthcare institutions in the process of every organizational function by using all available human resources. Therefore, the quality of service in organizations such as hospital pharmacy installation will certainly bring improvement of institutions to better service to create customer satisfaction. Fulfillment of expectations for customers, (Kasiri et al. 2017) explained that customer satisfaction will undoubtedly affect the shareholder value and benefits of customer satisfaction and customer loyalty.

The above explanation shows that customer satisfaction is part of the customer attitude to the quality of service provided by the hospital, and the consideration of the cost that can be given to consumers and benefits received by consumers. Therefore, every organization that offers services must be able to perform monitoring and performance assessment as a process that has been done.

Method

This study emphasizes more on the process of revealing the marketing meaning of pharmaceutical installations behind the phenomena arising during research. The expected purpose of this study is to get a picture of the implementation of pharmaceutical installation marketing in hospitals as well as strategies that can be done by the hospital in improving the quality of service to consumers, especially in competitive business competition in the pharmacy in the hospital.

Focus on the study of the stages conducted by the pharmaceutical installation and the role of marketing in providing excellent health services for all consumers in the hospital pharmacy installation in the improvement of pharmacy services in the hospital.

The Data is obtained integratively relevant to the focus of research, formulation of problems, and expected objectives of the study. The techniques used to get data are carried out with in-depth interviews, observation of participation on the implementation carried out in hospital pharmaceutical installations; and documentation studies by collecting data from documents or archives related to health services in hospitals and pharmaceutical installations in the form of the decree, hospital rules, files, and other written data.

Results

Before explaining the implementation of the pharmaceutical installation marketing in Bhyangkara Mataram Hospital, it is necessary to explain the implementation of Marketing function that has been implemented in hospital pharmacy installation that is the location of the study.

After obtaining the necessary information in this study, researchers and marketing on pharmaceutical installations agreed to implement a preliminary stage of implementation regarding the marketing function carried out by the Pharmaceutical installation section. This stage is needed to know the marketing capabilities of pharmaceutical installation in implementing its features

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to improve the service to consumers of pharmaceutical service users in the hospital.

The implementation of marketing conducted on hospital pharmaceutical installations in this study could be described that the marketing of pharmaceutical installations undertaken by the marketing department routinely performed annually. However, in this case, the head of the pharmaceutical installation never made a deal on the difficulties experienced by the hospital's pharmaceutical marketing.

The purpose of implementing the pharmaceutical installation marketing function conducted by the marketing staff is limited to how the pharmacist can sell the medicines available at the pharmacy and prepare the drug request through a prescription provided by the doctor only and still not lead to the quality of service to the consumer. Further to know about the implementation of the marketing department of the hospital's pharmacy, as follows: (a) marketing planning on pharmaceutical installations begins with determining the objectives and policy direction of hospital management to obtain support in carrying out pharmaceutical installation marketing to meet consumers' expectations as a service user. Then implement the planning of health services conducted on pharmaceutical installation by providing excellent service for all consumers who come to use services on pharmaceutical installations in the hospital. (b) the arrangement and settlement of problems of medicine shortage in the pharmaceutical installation should undoubtedly conform to consumer expectations as users of services on pharmaceutical installations.

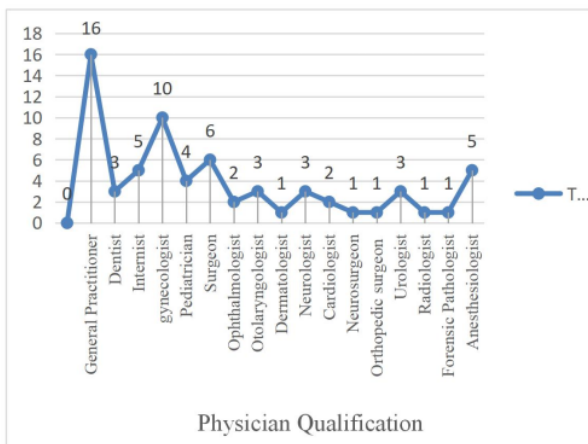
The implementation of marketing on pharmaceutical installations depends on the achievement of pharmaceutical installation objectives and how to provide excellent service to consumer pharmaceutical services users. In addition, some of the things that can be used as a way to control the marketing of pharmaceutical installations, such as a general response from consumers of pharmaceutical service users who must be examined, and hospital market share on pharmaceutical installation services that indicate how many patients the pharmaceutical service users can serve.

Based on the data from the hospital pharmaceutical installation Bhayangkara Mataram, the facilities and infrastructure available at the hospital to provide the best health services for the community, as follows: (a) Emergency installation facilities, (b) Operation room facilities, and (c) outpatient. In addition, data explained that the hospital had had a pharmaceutical installation with a complete facility where its function to help patients who perform disease treatment in the hospital. The number of patients who are hospitalized will certainly impact the number of medical needs that should be available on the installation of the pharmacy. This will also affect the quality of hospital services that are the expectation of customers who come to do health treatment in the hospital (Nasirin and Asrina, 2020).

The high expectation of a community of hospital health services users to obtain the best health services is indeed not separate from the availability of physicians and specialist doctors who can help patients suffering from chronic pain. The study showed that the hospital had provided the completeness of health facilities and the availability of professional nurses and physicians

specialists. Based on the number of human resources, when shown from the level of medical education, 67 professional doctors are working in the hospital. There are 16 (23.9% of general physicians in charge of helping to treat patients' health holistically.

Besides, the hospital also has 10 (14.9 %) obstetrician and gynecological doctors who can help mothers to consult their health since pregnancy until the birth process. Furthermore, the availability of obstetrician and gynecology and supported by surgeons and anesthetic specialists will certainly be able to improve the life quality of society. More details can be seen in the table of human resources below.



The table above shows that the hospital has a resource of general practitioner and specialist doctors who can assist the community in addressing health problems. Doctors and professional nurses in the hospital will certainly impact the number of people's desire always to come to do health healing or just do health therapy in the hospital. The study showed that the hospital consisted of 10 (14.9%) Obstetrician & Gynecologist, 6 (9.0%) Surgeon, 5 (7.5%) Internist and 5 (7.5%) was an anesthesiologist (see table 2).

Based on the explanation above, the well-trained specialist doctor is an essential part of the improvement of quality of service for the hospital. This will certainly impact the expectation for consumers as health services users to always do health care in the hospital either in medical or non-medical treatment. Therefore, the availability of complete health support facilities and supported by the availability of pharmaceutical installation facilities in the hospital is that undoubtedly can be an option for consumers to keep doing health care in the hospital.

The importance of quality physicians with functional working integrity will undoubtedly impact the success of the marketing staff in promoting the hospital as a referral place for excellent health services. Therefore, hospitals as a health institution to treat patients should certainly always strive to provide the health facilities that patients need during the treatment (Nasirin, C., and Wahyuningsih, S. 2020). Besides, the hospital should give professional healthcare professionals such as professional nurses and specialist doctors in creating a good image that the

hospital is the right health care place. Based on the explanation, the medical personnel qualifications based on the level of education can be classified as shown in the table below.

No.	Physician/specialist	N=67	(%)
1	General Practitioner	16	23,9
2	Dentist	3	4,5
3	Internist	5	7,5
4	Obstetrics and gynecologist	10	14,9
5	Pediatrician	4	6,0
6	Surgeon	6	9,0
7	Ophthalmologist	2	3,0
8	Otolaryngologist	3	4,5
9	Dermatologist	1	1,5
10	Neurologist	3	4,5
11	Cardiologist	2	3,0
12	Neurosurgeon	1	1,5
13	Orthopedic surgeon	1	1,5
14	Urologist	3	4,5
15	Radiologist	1	1,5
16	Forensic Pathologist	1	1,5
17	Anesthesiologist	5	7,5

Distribution of physician/ specialist

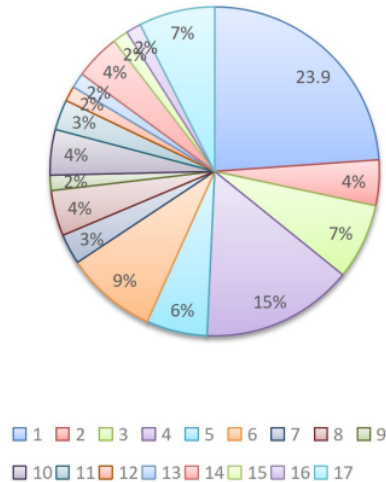


Figure 2. The profile of hospital human resource based on medical education qualifications

The Data mentioned above shows that the human resources available in the hospital are already very good to help patients who need health care. A good quality hospital should be able to provide the best health service for all customers. Besides, the number of specialist doctors available at the hospital, obstetrics, and gynecologist is the most convenient number of specialist physicians in the hospital. This is because hospitals always strive to provide the best service for mothers and children in improving the health quality of the people in the future. Besides, the high amount of health for mothers and children will certainly impact the increasing variety of health for all communities (Runkawatt et al., 2016). In addition, it takes the role of proper hospital management in improving the quality of services that can certainly be an effect on the consumer desire always to do health care in the hospital or use the pharmaceutical facilities that patients need during the treatment period until the recovery period. Therefore, good hospital management will always provide professional specialist doctors who are supported by a complete pharmaceutical installation so that many customers come to the hospital. Based on the explanation above, the marketing role is significant in hospital pharmacy installation. This will also impact the quality improvement of the service that will be provided by a hospital. Therefore, the part of

hospital management is important, especially in the effort to provide quality health resources to improve the optimal service in the hospital so that the quality of health that is expected by the community can be fulfilled.

Conclusion

Hospitals are health institutions that are important for the community to be able to do medical treatment as a way to improve the quality of health. On the other hand, in improving the quality of healthcare services, it is necessary that the health resources that have good competence and ability to provide the optimal medical service to all patients. And the hospital must certainly be supported by the facilities such as pharmaceutical installation that can be a unique attraction for consumers to do medical treatment in the hospital. Thus, to increase the number of consumers who use the hospital services, the marketing role in hospital pharmacy installation is important in the effort to increase the number of consumer visits that perform medical care as well as using pharmaceutical services to provide health care.

The management of efficient hospital pharmacy services requires the role of a reliable marketing officer who is

able to convince consumers to maintain medical health care and always use the service facilities available in the hospital such as the purchase of drugs in the pharmaceutical installation required by the patient during the treatment period or during the time of recovery at the hospital.

In increasing the number of consumers of healthcare users in hospitals, the pharmaceutical installation is required to be competent. Its purpose is to develop service products available in hospitals. The most reliable job marketing staff will certainly impact the satisfaction of consumers of healthcare services users in the hospital. Therefore, every hospital needs a professional marketing manager who can teach the knowledge of their marketing staff so that they can convince the customer of health care users to do their medical treatment in the hospital.

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