

Customer Satisfaction of Pharmacy Services of Tertiary Care Hospital: A Review

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ABSTRACT

Purpose: *One of the key elements in ensuring the global standard of healthcare is customer satisfaction. Hospitals take customer happiness very seriously and often update their services based on their patients' satisfaction. Hospitals are one setting where pharmacy services are particularly vital since they significantly impact the general standard of treatment. A pharmacy department can provide a wide range of services, including dispensing and distributing medications, compounding, instruction use review, adverse drug reaction monitoring, and providing evidence on drugs. High customer satisfaction may be an indication of effective pharmacist performance, which anticipates having a favourable impact on the standard of medical care. The purpose of the study is to review customer satisfaction with pharmacy services at tertiary healthcare centres and make recommendations for improvement.*

Design/Methodology/Approach: *The research article used review papers, textual analysis of their keywords, and abstracts to identify areas that required further investigation. These review articles are from national and international journals. Secondary data is collected from educational websites and publications. Research sources like Google Scholar, doctoral theses, Research Gate, academia, and Shodhganga are used to identify the research gap. ABCD analysis highlights the key aspects of the research. Qualitative research is conducted using the keywords "customer satisfaction, pharmacy services, pharmacist, customer experience, pharmaceuticals, and "health care in online articles, journals, publications, and a variety of linked portals.*

Findings/Result: *There have been various studies on consumer satisfaction with pharmaceutical services, but there has been little study on the particular components that contribute to satisfaction among customers. The majority of the literature research indicated looking into customer satisfaction levels with pharmacy services, with a focus on elderly patients, first-time visitors, and medication counselling for patients, specifically the absence of pharmacist-patient interactions and medication availability.*

Originality/Value: *This article is a review paper on customer gratification affecting pharmacy at large academic institutions. The research augments the value of the growing literature on customer satisfaction in this field.*

Paper Type: *Review Paper.*

Keywords: Customer satisfaction, Pharmacy services, Customer experience, Pharmacist, Tertiary care hospital, ABCD analysis

1. INTRODUCTION :

Tertiary care hospitals [1] place a high priority on customer satisfaction, so the care they receive is extremely vital [2]. The aim of the treatment outcomes is to make customers happy [3]. Customer satisfaction is the outcome of an evaluation that combines cognitive and affective processes, in which the performance that is perceived needs to be compared with some standard performance [4]. Customer assessment of ongoing performance is also based on client satisfaction [5]. Today's business organizations place a lot of importance on measuring customer satisfaction [6]. Studies show that patients who are happy are more likely to refer healthcare to their networks and friends [7]. Customer satisfaction is vital for

evaluating pharmaceutical and other healthcare services, as well as for measuring the efficacy of patient treatment and clinical outcomes [8]. Numerous studies in various sectors have demonstrated this association. For example, Rod and Ashill [9], Szwajca [10], and Ngo and Pavelkova [11] in banking; Hussain [12] in aviation; Srivastava and Sharma [13] in communications; and Saghier [14] in the hotel business. Consumer fulfilment is a favourable measure of the excellence of products or services provided to customers, with the quantity of client approval growing in line with the level of facility excellence [15]. Furthermore, patient participation in the process of delivering treatment is an important feature of calculating customer approval. This is an opportunity for healthcare practitioners to develop techniques for meeting people's demands and become more involved in the process of improving excellent service [16].

Client happiness in the healthcare system is an important criterion for assessing the quality of patient care delivered by pharmacies and the distribution of pharmacy services within hospitals [17]. A more considerate and patient-centred approach has been added to the range of pharmacy services, which now go beyond the straightforward distribution of pharmaceuticals. To improve patients' quality of life and produce the greatest clinical results, pharmacists collaborate with other medical professionals. Additionally, the pharmacist is required to employ his or her knowledge of pharmacology and expertise to enhance the health and well-being of patients [18]. Customers who are happy with the pharmacist's services are often more likely to adhere to the recommendations on their prescriptions and are less inclined to switch doctors [19]. To do this, the pharmacist and the patient must establish and maintain a solid working relationship and clear channels of communication. While using his or her pharmacological experience by way of the medicine specialist to recover the customer's health and welfare, the pharmacist should also maintain a suitable caring attitude [20]. According to the International Pharmaceutical Federation and the World Health Organization, "good pharmacy practise" (GPP) is any technique that provides appropriate evidence-based therapy to patients who utilize pharmacy services [21]. According to the American Society of Clinical Pharmacists, a pharmacist's role is to directly and professionally administer medication-related care to individuals in order to accomplish specific goals and enhance their quality of life. This paper focuses on the customer satisfaction of pharmacy services across different industries. Journals, articles, and books regarding customer satisfaction with pharmacy services have been collected from Google, Scholar, Scopus, PubMed, and other platforms through keywords and works of literature.

According to recent studies, customers are satisfied with a pharmacy's services when the pharmacist engages with them and provides them with thorough explanations of the prescriptions. 61.2% of customers complained that the pharmacist's explanations left them confused. The study included 287 respondents in total, and 149 of them (51.9%) indicated they were happy with the pharmacy's services. 48.2% of the 304 respondents said they were happy with the pharmacy's services. The majority of customers expressed satisfaction with the pharmaceutical services. 56.6% of respondents said they were dissatisfied with the pharmaceutical services [22–24].

The majority of healthcare organizations understand the significance of pharmaceutical services and the contribution of pharmacy experts as a difference; hence, a thorough investigation of customer satisfaction with pharmacy services is currently required. The healthcare organization would only be able to assess the level of services provided by pharmacies after carefully studying client comments. Depending on the desired degree of care and the responsibilities of the pharmacy professionals, many elements may affect pharmacy services and the pharmacist's role. Hospital pharmacy services are one area where high standards must be met if general healthcare outcomes are to be enhanced. The pharmacy department of a hospital is an important aspect of the broader healthcare system. This department's main offerings include drug delivery, compounding, medication use reviews, adverse drug reaction tracking, and prescription verification facilities. When a pharmacist is doing well, which is predicted to have a beneficial impression on the standard of carefulness, clients are likely to be very satisfied.

2. OBJECTIVES OF THE STUDY :

The main objectives of the study are as follows:

- (1) To review the factors affecting customer satisfaction with pharmacy services in a tertiary care hospital.
- (2) To identify research gaps between the current situation and opportunities for addressing the research gap
- (3) To analyse the future research direction in the field of customer satisfaction.

- (4) To develop a research proposal and perform an ABCD analysis on the same.
- (5) To recommend future research directions on customer satisfaction with pharmacy services.

3. METHODOLOGY :

An extensive survey and review of existing literature about customer satisfaction with pharmacy services are carried out using a past literature review approach. This research is conducted based on secondary data and refers to many articles from international and national journals.

4. REVIEW OF LITERATURE RELATED WORKS :

Molla, M., et al, (2022) [25] proposed a cross-sectional study on outpatient pharmacy service satisfaction and associated variables in a multi-speciality hospital. In his study summary, he observed that 50% of the customers were satisfied with the amenities provided by pharmacies. Clients' sociodemographic factors do not correlate with their level of satisfaction, but they did report that waiting areas and private counselling spaces were unpleasant, which had a detrimental impact on their satisfaction.

Ali, M., et al. (2022) [26] proposed a study to investigate the degree of satisfaction among patients visiting two tertiary care hospitals' outpatient pharmacies. According to this study, general satisfaction with outpatient pharmacy was quite high. Further initiatives are required to enhance pharmacist follow-up on patient compliance. This study's results implicate that the pharmacist's professionalism and approach to the consumers contributed to a high level of happiness for both respondents.

Yullandani, Y, (2022) [27] recommended research on customer experiences with pharmaceutical care as well as the elements that influence them. According to the study's findings, the vast majority of patients are happy with medical pharmacy services such as counselling, medication treatment monitoring, patient support programmes, and pharmaceutical care. Moreover, service quality with clinical pharmacy services is heavily determined by pharmaceutical service quality, convenience, information ease, and patient trust in the pharmacist's competency.

Ismail, A., et al, (2020) [28] presented research utilizing a newly created review to evaluate client satisfaction with pharmacy services and its related characteristics among outpatients attending government medical centres. Using a newly devised questionnaire for assessment, the study discovered that patients were reasonably happy with the assistance given by druggists. People with a high level of knowledge, first-time visitors to the pharmacy, patients who believe they are at risk of bad outcomes, and those with limited pharmacist abilities should be prioritized.

Mohammed, M A., et al, (2019) [29] presented research to analyse the quality of care in medical services. According to the survey, the user experience with the healthcare system was sufficient. The findings demonstrated a paucity of pharmacist-patient interaction, indicating that more patient-centric education should be implemented in hospital pharmacies.

Saffaei, A., et al, (2021) [30] advocated for assessing client satisfaction through basic medical care. The study was done in a cross-sectional manner. The study's findings suggest that the majority of participants were happy in various areas, including pharmacist consideration, general factors, and technical skills. However, the patients were dissatisfied with other aspects such as the pharmacist's statement, additional features, financial aspects, and accessibility. The study concluded that there is a need to improve and increase patient satisfaction in advising patients about their medications and that medication availability and cost remain the major sources of community dissatisfaction.

Pariyal, P., et al, [31] developed a measure of patient outcomes with reference to the availability and affordability of medications in hospitals. For the study, patients and pharmacists completed a descriptive cross-sectional and structured questionnaire. The findings show that patients are delighted with the pharmaceutical care offered in clinics and wholesale dispensaries.

Surur, A., et al, [32] proposed that customer happiness with outpatient pharmaceutical facilities be assessed. The study helped to identify particular areas of service that need to be improved in order to achieve high-quality pharmacy services across the board and to generate positive improvements in present pharmaceutical services, which were assessed as average by participants according to the data. The study concludes that further qualitative investigations are needed to uncover acceptable answers to the challenges. It is also proposed that hospitals implement improved operational delivery methods in terms of pharmaceutical availability as well as continued professional development for personnel in order to increase consumer satisfaction with healthcare services.

Salamatullah, A., et al, [33] suggested a method for determining the quality of care with pharmaceutical services. A cross-sectional study was utilized to obtain data from outpatient pharmacy patients. The data indicated that overall satisfaction with pharmaceutical services was good. According to the data, general satisfaction with pharmaceutical services is good. The most critical elements influencing satisfaction level were found to be academic grade and sponsorship. Outpatient pharmacists should educate patients about drug side effects and appropriate storage to boost patient involvement in medicinal amenities. The study also found that strengthening pharmaceutical services in this manner increases customer happiness, which improves treatment and counselling outcomes for patients. However, larger sample sizes will be necessary to provide a more accurate view of the circumstances and the consequences of these tremendous benefits. Furthermore, comparing the similarities will be beneficial in delving into the detailed explanation behind the lesser assertions.

Ng, C., et al, [34] proposed that among medical ward patients, there is a lack of understanding, anticipation, and experience with pharmacy services. A self-administered questionnaire was used in a cross-sectional study conducted in hospital wards. According to the findings, the vast majority of clients are pleased with the pharmacy's service area. There was a high level of knowledge, anticipation, and assurance with ward drug store services in community hospitals.

Mahrosh, U., et al, [35] proposed a relationship between dispensary services and client experience in tertiary care institutions, both public and private. To quantify the customer experience, the appropriate sampling approach was applied. According to the study's findings, patients are generally satisfied with the drugstore service rendered by private and public hospitals. Furthermore, the level of satisfaction with the pharmacist's pharmaceutical recommendations was quite high, but not with the pharmacist's approach. While patients' perceptions of the drugstore atmosphere, medicine availability, and pricing were all underestimated, patients were generally happy with the dispensary services provided by the government and private hospitals, according to the analysis. Furthermore, consumer experience with pharmaceutical prescription recommendations from pharmacists was extremely high, although patient perceptions of the drugstore environment, medicine availability, and pricing were low.

Semegn, S., et al, [36] proposed that the outpatient department (OPD) pharmacy measure client gratification with pharmacy services, identify variables influencing user contentment, and identify medicinal provision zones for development. In this study, the majority of participants were more than 50% satisfied. The applicants were quite pleased with the pharmacist's attitude and communication abilities. The study participants' satisfaction was adversely connected with their opinions of the main lobby and the personnel's presence for the service. The management ensures the comfort of the OPD environment and provides suitable and sufficient medicine counselling to needy customers, as well as employing sufficient employees for proper service delivery.

The articles of the research from Google Scholar, Research Gate, academia, and Shodhganga during the last two decades to get an idea about customer satisfaction, pharmacy services, customer experience, pharmacist, pharmacy, hospital, and ABCD analysis are the keywords and presented below. Even some papers published in the years 1997–2022 are also referred for a better understanding of the topic.

Table 1: Contributions from multiple authors connect to the areas of customer satisfaction, pharmacy services, and customer experience from a healthcare perspective.

S. No.	Area	Contribution	References
1	Customer satisfaction	Most clients were happy with the medication in terms of the specified parameters, indicating that customer loyalty to the pharmacy is also high.	Pavithra et al., (2015). [37]
2	Customer satisfaction	According to the results of this study, the five key elements impacting customer satisfaction in Vietnamese community pharmacies are pharmacy staff attitude and communication, medication and disease advice, facilities and convenience, drug availability and variety, and pricing. To	Do, T et al., (2021). [38]

		increase the quality of pharmacy service and customer satisfaction, intervention methods should be considered.	
3	Customer satisfaction	According to the survey, user satisfaction with medicine safety is very low and unsatisfactory, and investors would aim to improve the overall quality of amenities given in the dispensing chemist's unit in charge in order to increase patient pleasure. As a result, medical professionals and hospital management must work to improve pharmaceutical convenience in institutions.	Ayele et al., (2020). [39]
4	Customer satisfaction	According to the study, participants' satisfaction was adversely connected with their assessment of insufficient personnel number for the service and waiting area conformability. It is advised that hospital administration maintain outpatient department location consistency in addition to the supply of appropriate and adequate pharmacological counselling to necessary customers.	Bahari, & Ling, (2010). [40]
5	Customer satisfaction	According to the study, trust and satisfaction are indicators of various variables that should be addressed According to the study, trust and satisfaction are indicators of various variables that should be addressed using various methods. The study demonstrates that emphasizing customer satisfaction alone can ultimately result in community pharmacies being more successfully integrated into the private sector than the public health care system.	Druic et al., (2021). [41]
6	Customer satisfaction	The current study result shows the overall satisfaction of the patients was average. Patient indicated that they satisfied with the behaviour, approach and information that pharmacists provide about medicines. Less satisfaction expressed in terms of drug availability, cost, pharmacy location, waiting and consultation area within the patient pharmacy. Respondents with higher education levels were shown to highly appreciate the accessibility and expertise of pharmacists.	Mahrosh, 2021. [42]
7	Customer satisfaction	Customers generally expressed satisfaction with the pharmacist communication skills, although many expressed dissatisfaction with the advice and service delivery. The community pharmacy locally offers services based on products with little patient involvement.	Mohamud et al., (2021). [43]
8	Customer satisfaction	Consumer pleasure is a key social result that must be quantified. It can decide the long-term viability of a health-care system.	Panvelkar et al., 2009. [44]

9	Customer satisfaction	Customer satisfaction encompasses a variety of factors, including the kind and service quality provided by medical providers, the efficiency with which services are distributed, and the amount to which patients' requirements and opportunities are met. When performing tasks, user happiness is defined as an individual's assessment of medical services and practitioners.	Alfolabi, et al., 2013. [45]
10	Customer satisfaction	Customer satisfaction is defined as their "personal opinion of healthcare services and providers." The hospitals favorites and desires can be regarded as variables of satisfaction, meanwhile the technical and interpersonal aspects of treatment can be considered as its components.	Larson, et al., 2002. [46]
11	Pharmacy services	The rules and regulations of the DRAP act 2012 need to be properly implemented. Other methods suggested by the report include better training opportunities for pharmacist and more collaboration. Numerous problems have made it difficult to provide pharmacy services properly. This includes among others, pharmacists themselves, doctors and patient related restrictions.	Atif, et al., (2020). [47]
12	Pharmacy services	The pharmacy staffs do their best and all pharmacies are regularly kept in good conditions regularly. Pharmacy places the same focus on every area of service delivery.	Dagsi et l., (2017). [48]
13	Pharmacy services	The pharmacy has potential for improvement even though things are going well. Although the organizational structure, equipment, and staffing levels are adequate, the medicine purchases are made at a pace that frequently results in out-of-stock conditions.	Singh & Kaur, (2017). [49]
14	Pharmacy services	The participants were moderately happy, and the level of satisfaction varied among sociodemographic categories. Druggists must always increase their efforts to enhance the standard of health care in the organization according to the requirements and expectations of the public.	Zaidan et al., (2022). [50]
15	Pharmacy services	Drug-related issues should be recognized as a significant contributing treatment component for the optimal health care outcome. The study shows the serious part of medical druggists in recognizing and resolving medicinal-related issues and drug errors in all hospitals.	Landry et al., (2007). [51]
16	Pharmacy services	Hospital pharmacy business is growing and becoming more patient-centered, yet there are certain downsides in terms of consumer and general practitioner (GP) views of these expanded services. Action should be done when there are barriers to the provision of these expanded services.	Nordin et al., (2017). [52]

17	Pharmacy services	The study adds to the evidence that clinical pharmacy services and clinical pharmacists are beneficial in hospitals across the country. Furthermore, these findings clearly imply that clinical pharmacists' influence and the patient services they provide are having an increasing impact on health care outcomes. Clinical pharmacy is a discipline that truly saves lives.	Bond & Cynthia, (2007). [53]
18	Pharmacy services	User happiness is high across all healthcare service; however, this satisfaction is influenced by the patient's previous exposure to the services as well as their level of expectation. There are several chances for pharmacists to enhance the care they offer, as well as new services they might explore delivering to strengthen their contribution to the healthcare system.	Brittany & Lai, (2017). [54]
19	Pharmacy services	The results achieved and the plans put in place demonstrate the high degree of coordination and cooperation among the pharmacies. From a worldwide stand point, pharmacists are restructuring themselves to compete with other potential agents and are getting ready to broaden their reach of action.	Costa, (2006). [55]
20	pharmacy services	The study concludes that the accessibility and availability of pharmacy services have a significant impact, while staff attitudes have no significant impact on customer satisfaction. The study recommends the chemist's amenities perform education to enhance employee abilities and boldness when working with clients on a regular and ongoing basis.	Khalaf A, et al., (2016). [56]
21	pharmacy services	The consultation was viewed favourably by the patients who thought it was a valuable provision. A physician who is knowledgeable in therapeutics and counselling may be advantageous. The druggist's expertise and efficiency were proved to be 2 major aspects that can both fulfil and moreover stimulate the desire to pay for the product, making it lucrative for the pharmacy company.	Dhfer et al., (2020). [57]
22	Customer experience	According to the report, clients are familiar with a nationwide web service for accessing ePrescriptions. It is perceived as simple to use and effective in terms of overall medication management by service users.	Lamsa et al., (2017). [58]
23	Customer experience	Pharmacy customers are experiencing communication barriers and unmet medical information needs that can hazard patient safety. To break down barriers and use medicines correctly, pharmacy health care professionals must use a variety of	Sletvold & Nguyen, (2021). [59]

		communication tools adopted to heterogeneous populations.	
24	Customer experience	Client satisfaction with rural healthcare services is inadequate, according to the report. Medical store staff should be aware of the standards of conduct and ethical guidelines for working in a dispensary.	Alsageer et al., (2021). [60]
25	Customer experience	According to pharmacy clients, e-prescriptions have been implemented successfully, and they are happy with the outcome. The e-prescriptions service is simple and useful, but it should be made more widely recognized and used by customers.	Lamsa, 2019. [61]
26	Customer experience	Most consumers are familiar with the online service, and they believe it is simple to use and effective in managing their overall medicine.	Elina, et al., (2017). [62]
27	Customer experience	The study concludes that pharmacy procedures must be improved and adopted in order to achieve favourable patient outcomes. The level of service must be set such that the patient is treated effectively and without medical mistakes.	Hafeez & Ahmad, (2020). [63]
28	Customer experience	The challenges may be attributed to the function of the medication counselling service, as it is difficult for consumers to grasp the medicine.	Kaae, et al., (2014). [65]
29	Customer experience	The study concludes that scrutinize pharmacy consumers' experiences in relations of advantages, challenges, and prospective changes. The service can be used to view health data and medicines, as well as to renew prescriptions. However, portal visitors will see more data, and the data offered will be searchable. These enhancements may make the portal's data and operations easier to access and utilize, hence promoting patient management.	Saaskilahti, et al., (2021). [66]
30	Customer experience	The study concludes that most of the patients get to know from physicians and pharmacies. The customer was pleased with the evidence he received. Their expertise, on the other hand, only partially matches the federal guidelines for the data consumers should be given.	Lamsa, et al., (2019). [67]

5. FACTORS AFFECTING CUSTOMER SATISFACTION OF PHARMACY SERVICES :

Client satisfaction with healthcare services is essential in assessing the quality of medication safety provided to clients and the implementation of pharmaceutical care in the hospital. Developing patient awareness within healthcare systems is critical to increasing the quality and sustainability of services that reflect consumer satisfaction. As independent variables, factors influencing customer happiness include accessibility, drug availability, and pharmacy staff attitude, while customer satisfaction is the

dependent variable. Many factors affect customer satisfaction with pharmacy services in an organization. These factors are as follows:

(i) **Accessibility:** By taking the necessary precautions and taking action to ensure customers receive the services they need when they need them; pharmacy managers are in a good position to make pharmacy services accessible. Because pharmacists are often the first contact for health care providers for patients. It is important that patient needs are taken into account when providing care. Pharmacy professionals must ensure that their own values and beliefs do not conflict with the services they provide.

(ii) **Availability of medication:** Improving access to medications is a top priority. In addition, it is frequently regarded as the most significant factor in health care quality. Medication accessibility was a significant independent variable associated with patient satisfaction. Medication shortages or other difficulties with availability provide obstacles to the medicine supply chain, with potentially catastrophic consequences for human health. In terms of drug availability, hospital management should implement a better service delivery system. Patients were disappointed when they could not receive all of the medications prescribed by the health facility.

(iii) **Attitude and communication of the pharmacy staff and pharmacist:** In developed countries, pharmacists working in hospitals and communities provide pharmaceutical care to their patients in order to improve their quality of life. Patient counselling is a crucial component of pharmaceutical care services. Patient counselling is seen as an essential professional obligation of pharmacists in most developed countries, and in some countries, it is mandated.

(iv) **Non-pharmaceutical services:** Customer dissatisfaction results from the fact that the pharmacy often does not have the required non-pharmaceutical items. The pharmacy must provide the customer with all the non-drugs needed. The pharmacy should make every effort to ensure that the customers of the departments have all the necessary medicines available. Depending on consumption, an inventory should be taken.

(v) **Skill of pharmacist:** Pharmacy skills are required for efficient production and advancement in pharmacy careers. Pharmacists must be precise in their daily responsibilities. Excellent communication skills help the pharmacist communicate with patients and their relatives. Pharmacists place a high value on management abilities. Pharmacists should be effective managers, especially of their personnel, and keep accurate records. Pharmacists must preserve confidentiality and have the requisite computer abilities to be productive at work. Pharmacists should be able to arrange the pharmacy and deliver excellent pharmaceutical services. These services include effective dispensing, patient counselling, and timely medicine delivery.

(vi) **Pharmaceutical services:** pharmacists at the hospital provide pharmaceutical care, medication therapy, management, patient counselling, patient advice during discharge, adverse drug reaction reporting, and therapeutic drug monitoring. Being members of a comprehensive healthcare team, pharmacists should always search for solutions to overcome hurdles or challenges, as well as chances to deliver need-based medicinal therapy through a collaborative effort.

(vii) **Waiting time:** Patient dissatisfaction may result from long wait times. Pharmacy services begin with the prescription of medications and remain until the prescription's consequences are checked. Staff at healthcare pharmacies supports sensible prescribing and medication usage. As a result, pharmacy is a sophisticated and bustling discipline. There are frequently busy scheduled hours where visitors must wait, which are connected with client discontent and can harm both the patient experience and the organization's reputation.

(viii) **Pricing:** Pricing is a critical aspect in determining customer happiness. Prescription drug cost increases frequently represent increased job stress for medical professionals since they serve as financial consultants for patients and assist them in managing out-of-pocket spending. Prescribers want to assist patients with medication expenses but frequently lack the necessary information. Pricing management is perhaps one of the most critical responsibilities of a pharmacy manager. Margins that are too high-risk losing clients to the competition.

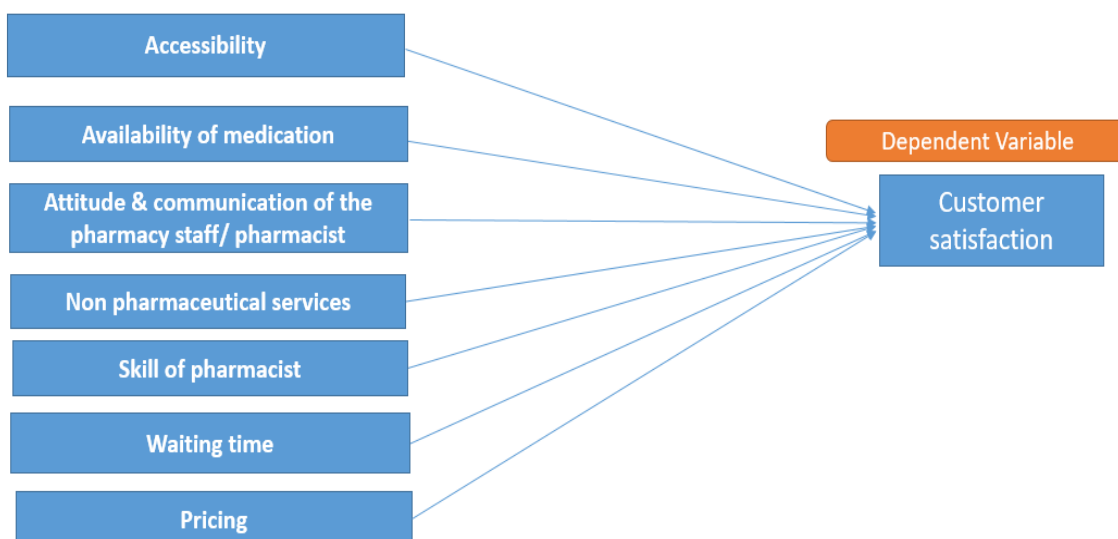


Fig. 1: Factors influencing customer satisfaction of pharmacy services

6. CURRENT STATUS & NEW RELATED ISSUES :

Many works of literature have identified the primary characteristics associated with customer loyalty in an organization's pharmaceutical services. Many factors influence customer satisfaction with medication safety, including communication, compassion, technical skills, financial concerns, the availability of drugs and non-prescription items, and the excellence of the drug product administered. These issues arise when looking at the characteristics of drugstore facilities that meet the needs of customers. However, the answer will arise to the question, "Does drug availability affect patient satisfaction?" Does drug accessibility affect patient satisfaction? Does staff attitude affect patient satisfaction? Does the pharmacist's explanation affect patient satisfaction? The type and quality of services provided by healthcare providers, the way in which the services are carried out, and the extent to which patients' needs and wishes are addressed are all reflected in the customer experience, which has a variety of unique characteristics. When the performance was evaluated, the patient experience was clearly seen as an individual evaluation of medical centres and staff. The four main factors that affect positive patient outcomes are formal communication, physical and psychological comfort, socioeconomic factors, and posture and comfort. Using scales for a variety of satisfaction parameters, user satisfaction is frequently measured. The extent to which someone may carry out a desired behaviour because of service can be used to define satisfaction. Patient satisfaction is defined as the patient's opinion of the providers and services they receive from the healthcare system. In contrast to the technical and interpersonal aspects of therapy, which can be seen as predictors of content, patient preferences and aspirations may be seen as drivers of gratification. [67].

In every pharmaceutical situation, there is no single client experience measure that is appropriate. A hypothetical basis is essential for a good evaluation, which will allow the reliability of the measurement to be assessed. The extent has to be included in the framework of the research process as a whole, and the researcher must be aware of the criteria used to evaluate it. Patient experience is the mechanism that underlies notions of satisfaction and includes satisfaction with primary care workers and the waiting period. When pharmacy managers are aware of these elements, they may make improvements in these areas, which will make patients happier and increase the viability of the pharmacy [68–69].

The client's experience is seen as a progression of other treatment outcomes and a therapeutic goal in itself. As it is a core part of healthcare, it is very important to properly conduct research to measure patient or client satisfaction with pharmaceutical services. This will help to identify specific service areas that need to be developed to deliver high-quality medicinal services overall and to reinforce good improvements in current pharmacological service delivery. This information will then be used to improve pharmacy services so that they can be optimized to deliver health outcomes for clients based on their concerns and needs in service delivery [70–77].

Patient satisfaction is an essential factor in evaluating the quality of patient care. A better understanding of the pharmacist's roles and responsibilities is critical to improving the pharmacist-patient relationship

and increasing patient satisfaction with pharmacy services. Previous studies have reported varying degrees of dissatisfaction with hospital pharmacist services, indicating the need for further quality improvement. Evaluating patient satisfaction with ward pharmacy services is critical to identifying gaps and factors that affect patients and providing timely feedback to improve healthcare services. In addition, patient perceptions and the assumption of ward pharmacy services can influence perceptions of drug efficacy and safety and indirectly influence medication acceptance, treatment adherence, and clinical outcomes. From a patient's perspective, satisfaction can lead to improved clinical decision-making, positive attitudes towards health care and drug use, and better management of medical conditions. Satisfied patients are also more likely to recover, motivating providers to provide better care. From an organizational point of view, this is critical to sustaining your business. Because an economic analysis related to patient satisfaction estimates the lifetime revenue loss of a healthcare facility due to patient dissatisfaction at \$200,000, The French and German healthcare systems need to measure patient satisfaction to ensure the quality of care. Satisfaction, on the other hand, drives patient retention, which leads to better patient retention. Healthcare facilities can get more referrals and consequently increase their profits. Moreover, research shows that satisfied patients are active in paying for services [78–88].

As previously stated, the patient was pleased with the pharmaceutical care service. Several variables affect this, including pharmacists' experience, trust, civility, and trustworthiness in delivering pharmaceutical services. However, many patients are still unsure of what information to anticipate or receive from their pharmacist regarding their medications. As a result, pharmacists must give their all to their patients. Customer satisfaction with pharmacy services is an important metric for assessing the quality of pharmacy services provided to patients. Medicine distribution in hospitals Inadequate access to quality drugs, cheap drug prices, insufficient education, and a lack of skilled health personnel are all barriers to better healthcare. An important tool for evaluating the level of pharmacy services available to patients and the delivery of prescription care in hospitals is patient satisfaction with pharmacy services. Patients who are satisfied with their pharmaceutical company are more likely to take their medications correctly and are less likely to change doctors. Maintaining a consistent relationship with patients' needs requires quality pharmaceutical services. Patients spend a lot of time waiting for services at medical facilities provided by medical professionals. An important tool for evaluating the level of pharmacy services available to patients and the delivery of prescription care in hospitals is patient satisfaction with pharmacy services. Patients who are satisfied with their pharmaceutical company are more likely to take their medications correctly and are less likely to change doctors. Maintaining a consistent relationship with patient needs requires quality pharmaceutical services. Patients spend a lot of time waiting for services at medical facilities provided by medical professionals [88–99].

7. RESEARCH GAP :

Many researchers have identified different factors associated with patient outcomes with pharmacy services in various healthcare sectors and countries. Although these factors vary greatly across countries, they have a significant impact on how satisfied customers are with pharmacy services. Despite the fact that several studies have been undertaken on the impact of seven to nine criteria on customer satisfaction with pharmacy services, no studies have been conducted on drug shortages, drug substitution, or patient education. As a result, we discovered a research deficit in determining the impact of features on customer satisfaction with pharmacy services in the areas of drug unavailability, drug substitution, and patient education.

8. RESEARCH AGENDAS BASED ON RESEARCH GAP :

- What factors influence customer satisfaction in the hospital pharmacy department?
- How to assess customer satisfaction with drug shortages, drug substitution, and patient education related to pharmacy services
- To identify the five dimensions that affect customer satisfaction.
- Finding new challenges in pharmacy services

9. ANALYSIS OF RESEARCH AGENDAS :

The research agendas discussed must be analyzed in order to arrive at an appropriate research outcome. Below is a detailed analysis of the above agendas:

- Discuss customer satisfaction with pharmacy services in terms of drug availability and cost-

effectiveness.

- Discuss related factors affecting customer satisfaction.
- Discuss the five dimensions that influence customer satisfaction.
- Discuss the current challenges in improving customer satisfaction with pharmacy services.

10. FINAL RESEARCH PROPOSAL PROBLEM IN CHOSEN TOPIC :

After extensive analysis and review of the available research literature, the paper encourages conducting comprehensive mega-research to understand the various factors affecting customer satisfaction with pharmacy services. The proposed title for the mega-research is "Evaluation of Customer Satisfaction with Pharmacy Services and Related Factors in a Comprehensive Selected Tertiary Care Hospital, Mangaluru". The target respondents for the chosen topic are our customers, including patients and patient attendants. The goals of the study are to understand customer satisfaction with pharmacy services, analyse factors that affect customer satisfaction, study the benefits for customers who will visit the pharmacy department, and analyse and propose actions to close the gap between customer satisfaction with pharmacy services.

The ABCD analysis is a valuable approach to assessing the effectiveness of the plan, decisions, and business models as well as individual characteristics, system characteristics, concepts, and ideas. Various stakeholders can identify critical factors affecting the proposal's success by implementing the ABCD framework prior to its execution. The researcher will use the focus group approach, a qualitative data collection tool, to gather the numerous factors that go into the four ABCD system structures. The ABCD studies of customer satisfaction with pharmacy services and related factors in a comprehensive tertiary care hospital are presented in this part [100–107].

Table 2: ABCD analyses of customer satisfaction of pharmacy services [108]

Constructs	Features
Advantages	<ol style="list-style-type: none"> 1) The study will assist us in improving clinical results and patient retention, as well as reducing medical malpractice cases. 2) The study will provide information on the level of consumer satisfaction with pharmacy services. 3) The study will identify the main factors related to customer satisfaction with pharmacy services in an organization. 4) The study will help in the improvement of the pharmacist's approach and communication abilities. 4) The study also helps to measure satisfaction with the selected questionnaire tool for specific dimensions of customer satisfaction where further improvement is needed. If gaps are found, the necessary strategies are implemented to offer superior customer service in the face of growing competition.
Benefits	<ol style="list-style-type: none"> 1) The study will tell us which mistakes to avoid while improving customer satisfaction. 2) The benefits of this study would help increase customer loyalty, encourage customers to recommend services to their family, friends, and social media connections, encourage positive word of mouth, provide support during business crises, build the organization's reputation, focus on areas for improvement, and beat other competitors. 3) The study will benefit the organization in terms of customer revenue generation.
Constraints	<ol style="list-style-type: none"> 1) Customers visit the pharmacy department with their families within a time frame, and they may be busy in the process; hence, there could be a situation in which they feel intimidated sometimes. (2) A few customers may also not be open to questions due to time constraints. (3) Customers' perceptions while researching could lead them to believe that their data has been compromised.
Disadvantages	<ol style="list-style-type: none"> 1) A customer's perception could also be influenced by others they meet in the pharmacy; it can be different service providers or fewer known people

	they meet in the buying process. Their influence can change the perception of a pharmacy or some medicines in the pharmacy. 2) Busy counters and crowds during peak hours would limit the time for conversations with the respondent during the survey. 3) Only prescribed medicines and consumables could be dispensed by the hospital.
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11. SUGGESTION FOR RESEARCH ACTIVITIES IN ACCORDANCE WITH THE PROPOSAL :

(1) Study Population:

The study population comprises customers visiting the outpatient pharmacy of a selected hospital in Dakshina Kannada.

(2) Study Methods and Methodology:

A learning survey questionnaire will be developed by the researcher based on the buying and using habits of customers, and customers will be asked to identify their buying habits. Engaging, the Likert scale format is subject to a validation or substantiation process.

(3) Perform and collect data:

After substantiation of the questionnaire that is going to be used, a survey questionnaire is to be distributed among the sample population for primary data collection. The less important secondary data will be gathered from a variety of websites, journals, publications, thesis books, blogs, newspapers, and magazines.

(4) Execute Data Analysis:

Various statistical methods will be used to analyse the data. SPSS software will be engaged in analyzing the collected data, and SPS will be applied to operate and assess the data. Every variable will be subjected to expressive statistics in the form of incidence or frequency with percentages, and permanent variables will be subjected to the mean and standard deviation.

(5) Result, Interpretation, & Conclusions:

For academic representation, the study findings will be presented in diagrammatic, tabular, and figurative forms.

(6) Bibliography and References:

Related literary works, books, and websites will be acknowledged to back up and strengthen the conclusions and recommendations driven by the outcome of the research.

12. LIMITATION OF THE PROPOSAL :

This study will only be conducted at one hospital in Mangaluru. Since only patients and patient carers from the organized sector were included in the survey, generalizations about their concerns and barriers may be incorrect. Future studies may be conducted in neighbouring hospitals or districts where customers will visit and purchase the medicines as well as other related consumables such as gloves, musk, etc. The study is limited to Mangaluru Taluk, and the results may not be relevant to other locations.

13. CONCLUSION :

Lastly, the goal of this study was to conduct a thorough review of current publications on the evaluation of customer satisfaction with the healthcare system. The aim of this study is to identify major gaps in the existing literature on levels of customer satisfaction with pharmacy services and to develop a research agenda to fill these gaps by asking specific research questions that will serve as a springboard for future research. The majority of empirical studies have sought to comprehend customer happiness in general. The survey will include all customers that visit the pharmacy department. According to the study, numerous factors impacting customer satisfaction in pharmacies have a favourable or negative impact on end-consumer decision-making while acquiring drugs.

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