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 DETERMINING CUSTOMER SATISFACTION IN THE PHARMACY USING THE "SERVQUAL" TOOL
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ნანა დუღაშვილი, ნინო ბესელია, ზინაიდა ჭანტურია, ნათია კვიციანიძე
 მომხმარებლის კმაყოფილების განსაზღვრა ავთოიქში "SERVQUAL" ინსტრუმენტებით
 ოსსუ, სოციალური და კლინიკური ფარმაციის დეპარტამენტი

რეზიუმე

SERVQUAL კვლევის ინსტრუმენტი წარმატებით გამოიყენება იაპონიისა და დასავლეთის განვითარებული ქვეყნების წარმატებულ ორგანიზაციებში. SERVQUAL (Service Quality) მეთოდის გამოყენება ადგენს:

- სერვისი/მომსახურება ჩაითვლება საუკეთესოდ თუ აღქმული (მიღებული) მომსახურება აჭარბებს დამკვეთის მოლოდინს;
- სერვისი/მომსახურება განიხილება ადეკვატურად ან მისაღებად, თუ მოლოდინი უტოლდება (აღქმულს) მიღებულს;
- განუღი მომსახურება (აღქმული) კლასიფიცირდება უარყოფითად (მიუღებლად), თუ ის არ შეესაბამება (არ ამართლებს, ნაკლებია) დამკვეთის მოლოდინს;

ეს ინსტრუმენტი საშუალებას იძლევა რეალურად შეფასდეს მომსახურების ხარისხი ძირითადი საკითხების მიხედვით, რაც წარმოადგენს მოლოდინისა და აღქმული მომსახურების სხვაობას და ნაწილდება 5 კრიტერიუმის ფარგლებში.

Introduction: In the conditions of the market economy, the final result of the activities of people employed in this or that field directly depends on the consumer. By buying the goods or refusing them, the consumer acts as the main evaluator of the activity results.

In the conditions of the market economy, the final result of the activities of people employed in this or that field of business depends directly on the consumer. By buying or rejecting a product, the customer becomes the main evaluator of the business results. That is why the American entrepreneur D. Bini on the customer: "The most important person who will ever visit our office or write to us is the customer. He does not depend on us, on the contrary, we depend on him. The customer does not prevent us from working. It is the main goal of our activity. We do not provide a service to the customer when we take care of him, on the contrary, he serves us when he manages our firm. You can't argue with a customer. You shouldn't make fun of him. Nobody has gained anything by arguing with the customer."

A customer is a person who applied to an organization for a certain service, only because he liked the service provided and the communication about the product, price, place and service created or created certain expectations.

The psychological factors that determine the behavior of consumer goods are: motivation, perception, learning, belief and attitude. Motivation refers to giving a person a push to action. A need that becomes so important for a person that he begins to look for ways and means to satisfy it, i.e. the need pushes a person to act, acts as a pusher. It is true that a motivated person is ready to take action, but what exactly he will do to satisfy his needs is determined by his perception of the situation.

Aim: Determining the level of satisfaction of pharmacy customers, as well as evaluating the quality of service, using the "SERVQUAL" research tool.

Materials and Methods: The subject of the conducted research was the determination of the level of satisfaction of the customers of the pharmacy chain "Pharmadepo", "GPC", "PSP", and "Aversi" pharmacies and the analysis of the results.

The "SERVQUAL" tool was used as a research method. The questionnaire was conducted through the online platform Google Drive.

Results: The SERVQUAL survey instrument can be used to assess the relative importance of service quality criteria to overall perception. In particular, it is possible to compare the differences between expectations and perceptions of overall satisfaction data to determine the relative weight that consumers give to each quality criterion.

From the general indicators, the sub-criteria indicators showed:

- Zero evaluation is positive, which means the coincidence of expectation and perception, in almost all pharmacies of the pharmacy network, it was mainly crossed in the criterion - "material side" - 8%.
- The assessment is also positive when the perceived rate exceeds the expected rate, a similar assessment was observed from other indicators - 12% in the sub-criterion - "Pharmaceutical consulting on the consumption of medication".
- As for the negative value, when the expectation rate was higher than the perceived rate, it was mainly observed: In the criterion - "Response", in particular in the sub-criterion - "Working with a hot line fault" - 8%; In the criterion "Ensurance", namely in the sub-criterion "Information on preventive measures" - 14%. In the criterion "empathy", in particular in the sub-criterion "the possibility of confidential conversations with the pharmacist (GPP)" – 20%.

The indicators of the quality coefficient show:

- A successful result, when the quality coefficient is zero or a positive number - was not identified.
- A satisfactory result, when the negative number of the quality coefficient is as close as possible to zero, is obtained: see
- Unsatisfactory result, when the negative indicator of the quality coefficient is as far away from the zero indicator as possible - was not highlighted.

This tool allows to actually measure the quality of the service according to the main issues, which is the difference between the expectation and the perceived service, and it is divided into 5 criteria.

Conclusions: Surveys with SERVQUAL tools give us a general idea of the quality ratio of pharmacy chains and customer satisfaction. Based on the results, the main gaps in pharmaceutical services are identified, which represents the need to implement the requirements of good pharmaceutical practice (GPP) in Georgia, which include:

- raising the qualification level of the pharmacist by providing the possibility of post-graduate education;
- Technical provision;
- providing pharmaceutical staff with the quantity;
- customer and patient oriented.

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SUMMARY

The SERVQUAL research tool has been successfully used in successful organizations in Japan and Western developed countries. The use of the SERVQUAL (Service Quality) method establishes:

- The service/service is considered the best if the perceived (received) service exceeds the customer's expectations;
- Service/service is considered adequate or acceptable if the expectation is equal to the (perceived) received;
- The provided service (perceived) is classified as negative (unacceptable) if it does not correspond (does not justify, is less) to the customer's expectations;

This tool allows to actually measure the quality of the service according to the main issues, which is the difference between the expectation and the perceived service, and it is divided into 5 criteria.

Keywords: pharmacy, customer, servqual