

**CUSTOMERS SATISFACTION WITH
HOSPITAL PHARMACY SERVICES IN
NEW YANGON GENERAL HOSPITAL**

WINT WINT HTET HTWE

M.B.,B.S

Master of Hospital Administration (MHA)

University of Public Health, Yangon

2020

**CUSTOMERS SATISFACTION WITH
HOSPITAL PHARMACY SERVICES IN
NEW YANGON GENERAL HOSPITAL**

**Thesis submitted to
the Postgraduate Academic Board of Studies,
University of Public Health, Yangon
as the partial fulfillment of the requirements
for the Degree of Master of Hospital Administration (MHA)**

WINT WINT HTET HTWE

M.B.,B.S

2020

ABSTRACT

Customer satisfaction is one of the components used to assess the quality of health-care system. It correlates with the degree of service quality. Pharmaceutical services have been increasingly expanded beyond simple medication supply to become a more patient-centered and caring service. This study aimed to assess the customer satisfaction with hospital pharmacy services in New Yangon General Hospital. Hospital based cross sectional descriptive study was conducted among 150 patients and attendances who visited the pharmacy of NYGH. Data was collected by face to face interview with the structured questionnaires which contained three dimensions, accessibility of the pharmaceutical services, medicine handling, dispensing and counseling practices. A 5-point Likert Scale was used for assessing customer satisfaction. Data were analyzed with SPSS and results were expressed as frequency and percentage of the respondents. The result revealed that three fifth of the respondents (60.7%) were falling into the 36-60-year age group, with the mean age of 45 years. More than half of the participants (54.7%) were female and married. Majority of participants were from urban, and one third of the participants, (35.3%) were graduated and above in their education. According to average customer satisfaction score, the domain of accessibility of pharmaceutical services was ranked highest (4.1/5), while the domain of dispensing and counseling practice was ranked lowest (3.8/5). The average score of domain of medicine handling was (3.9/5). The mean overall satisfaction score of participants was (3.9/5) which show the high level of customer satisfaction with pharmaceutical service. In conclusion, the satisfaction level of hospital pharmacy services was very positive. However, noticing there was no counseling practice and the customers did not get enough information for their medical condition improvement and lifestyle modification. It should be arranged more training for the pharmacy staff of pharmaceutical care service.