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The Effect of Drug Availability and Drug Prices on Patient Satisfaction at the K-24 Geliting Maumere Pharmacy Mediated by Waiting Time

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Abstract

Patient satisfaction is an important indicator in evaluating the quality of pharmacy services, as it reflects the effectiveness of services in meeting patient drug needs and expectations. However, this satisfaction is not only determined by drug availability and price, but also influenced by aspects of the service process, such as waiting time. This study aims to analyze the effect of drug availability and drug price on patient satisfaction, and to assess the role of waiting time as a mediating variable at Apotek K-24 Geliting Maumere. The research method used was a quantitative approach with multiple regression analysis and a mediation test. Data were obtained through distributing questionnaires to patients using pharmacy services. The results showed that drug availability significantly influenced patient satisfaction at Apotek K-24 Geliting Maumere. Adequate drug availability—in terms of quantity, completeness, and ease of obtaining drugs—makes patients feel helped, receive fast service, and perceive the pharmacy as more professional. In addition, drug price has also been shown to significantly influence patient satisfaction. When prices are considered reasonable, affordable, and in accordance with service quality, patients' positive perceptions of the pharmacy increase. Furthermore, the mediation test showed that waiting time strengthens the influence of drug availability and drug price on patient satisfaction. Medication availability and pricing are more optimal when supported by fast and efficient waiting times. Therefore, the combination of good medication availability, affordable prices, and optimal waiting times significantly contributes to improving overall patient satisfaction at Apotek K-24 Geliting Maumere.

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1. INTRODUCTION

Pharmaceutical services are a crucial component of the healthcare system, ensuring the safe, effective, and rational use of medications for patients. As the public's need for healthcare services increases, expectations for the quality of pharmaceutical services are also rising. This aligns with the findings of Maharani, Mukaddas, and Indriani (2016), who emphasized that the quality of pharmacy services directly impacts patient satisfaction. As primary healthcare facilities, pharmacies play a strategic role in providing medications, providing drug information, counseling patients, and monitoring drug therapy to ensure effective treatment while minimizing the risk of side effects (Nurhaini, Munasari, & Agustiningrum, 2020).

Furthermore, pharmacies can also be viewed as part of a business, as business is essentially a trading activity involving the sale of products or services to consumers, both individuals and corporations, to generate profit. This concept emphasizes that pharmacies not only provide healthcare services but also manage commercial aspects to ensure the sustainability of their operations (Purwandhi et al., 2025).

Apotek K-24 Geliting Maumere is a branch of the Apotek K-24 franchise network, which operates nationwide and offers the service concept of "Open 24 Hours, Always Ready." This pharmacy provides easy access for the people of Maumere to obtain medicines and pharmaceutical services whenever needed. However, the quality of service received by patients is still influenced by various internal and external factors, such as drug availability, speed of service, professionalism of pharmacists, communication skills, and the comfort of pharmacy facilities (Jani et al., 2023). These various aspects contribute to patient perceptions of service quality, making the role of operational management and pharmacy business strategy crucial to ensuring optimal service and high patient satisfaction.

Patient satisfaction is a key indicator in assessing the quality of pharmaceutical services, as it reflects the extent to which the services provided meet patient expectations and needs. Dimensions of service quality, including reliability, responsiveness, assurance, empathy, and tangibles, have been shown to significantly influence patient satisfaction levels (Saputri et al., 2023). Research by Wardani and Wahyuningsih (2021) confirms that quality pharmaceutical services not only increase patient satisfaction but also foster long-term customer loyalty. Therefore, measuring patient satisfaction is crucial, both for evaluating the effectiveness of services at Apotek K-24 Geliting Maumere and for identifying service aspects that need improvement.

Previous research findings indicate that speed of service and drug availability are the variables that most influence patient satisfaction levels (Dewi, Dewantara, & Setyawan, 2014). Waiting time is a highly sensitive aspect, as patients generally expect prompt service, particularly during the dispensing and dispensing of prescriptions. Excessively long waiting times can cause discomfort and decrease overall patient satisfaction (Wahyuni, Ariani, & Sari, 2019). Furthermore, the quality of specialist doctor services has also been shown to significantly influence the satisfaction of JKN participants (Arbey, Purwadhi, & Andriani, 2024).

In addition to speed and drug availability, the communication skills and friendly attitude of pharmacists also influence patient perceptions of service quality (Mumu, Lolo, & Jayanto, 2020). Consistent with this, Yassir, Purwadhi, and Andriani (2023) stated that service quality is directly related to patient repeat visits, thus ensuring quality service can increase patient loyalty while strengthening the pharmacy's image.

Pharmaceutical services in Indonesia are regulated by Ministerial Regulation No. 73 of 2016, which requires pharmacies to provide services according to standards, including the obligation to provide accurate and complete drug information to patients (Ministry of Health of the Republic of Indonesia, 2016). Unclear or incomplete information can lead to medication errors, reduce the effectiveness of therapy, and even increase the risk of side effects (Muharni et al., 2023). Therefore, the role of pharmacists is crucial in ensuring that patients understand how to use their medications correctly.

K-24 Pharmacy in Geliting, Maumere, faces several challenges in meeting patient expectations. Limited pharmacist staff, high volumes of visits during certain hours, and varying medication availability can impact service quality (Lontaan et al., 2019). Furthermore, technological advancements and access to health information via the internet have made patients more critical in assessing the services they receive (Sulistiyanto,

Anggoro, & Indriyanti, 2023). They expect fast, transparent, professional, and standard-compliant service.

The introduction of the National Health Insurance (JKN) program has also introduced a new dynamic in pharmacy services. Some JKN participants often face medication shortages due to limited stock or drug substitution policies implemented by pharmacies (Yuyun, 2016). If not managed properly, this situation can potentially lead to patient dissatisfaction.

Based on these various conditions, a SWOT analysis was used to describe the pharmacy's strategic position and provide a strong basis for the urgency of this research (Himawan, Purwadhi, & Suwardhani, 2024). In terms of strengths, Apotek K-24 Geliting Maumere has advantages in the form of 24-hour service that makes it easy for people to get medication whenever needed, a strong national brand with uniform operational standards, a structured drug inventory management system, the availability of certified pharmacists, and a strategic pharmacy location. However, some weaknesses must be considered, such as variations in drug availability due to dependence on central distribution, limited pharmacists, especially during peak hours, uneven communication quality between pharmacists, complaints about waiting times, especially during busy conditions, and a lack of regular evaluation of patient satisfaction, which causes several problems to not be identified quickly.

In terms of opportunities, increasing public awareness of the importance of safe drug use is driving demand for higher-quality pharmaceutical services. Furthermore, advances in information technology are opening up opportunities for more efficient service systems, government regulations that increasingly support improved service quality, potential collaboration with other healthcare facilities, and opportunities for digitalization of services such as online medication ordering and pharmaceutical counseling. However, threats remain, such as intense competition between pharmacies, increased patient critical thinking due to easy access to information, instability in the national drug supply, changes in the National Health Insurance (JKN) policy that could impact drug availability, and the risk of inaccurate drug information delivery.

The SWOT analysis clarified that there is a gap between the potential services provided and the conditions experienced by patients. The three main issues that emerged most frequently were drug availability, drug prices, and waiting times. These three aspects have a strong influence on patient satisfaction levels. When drugs are unavailable, prices are perceived as too high, or waiting times are too long, patient satisfaction can decline significantly. This situation further reinforces the urgency of conducting research that specifically analyzes the relationship between drug availability, drug prices, waiting times, and patient satisfaction.

This study aims to analyze patient satisfaction with pharmaceutical services at the K-24 Geliting Pharmacy in Maumere, focusing on drug availability, drug prices, and waiting time as mediating variables. A quantitative approach was used to obtain an empirical understanding of the relationship between these variables. The results are expected to provide a comprehensive overview of patient perceptions, identify service deficiencies, and provide strategic recommendations for pharmacies to improve their service quality.

Research findings are also important for helping pharmacies develop service improvement strategies, whether through enhancing the competency of pharmacists, strengthening inventory management systems, enhancing communication skills, or improving prescription processing mechanisms. Ultimately, patient satisfaction will positively impact the success of pharmaceutical services and public health more broadly (Ilmi, 2017).

2. THEORETICAL BASIS

Drug Availability

Medication availability refers to a pharmacy's ability to provide medications according to the type, quantity, and timing of patient needs (Indonesian Ministry of Health Regulation, 2016). Frequent drug shortages can decrease patient satisfaction and loyalty, while a complete drug supply increases patient trust and comfort (Arisanthi, 2023).

Theoretically, drug availability is related to supply chain management and includes the tangible and reliability dimensions in the SERVQUAL model, which reflects a pharmacy's reliability in fulfilling service promises (Kurniawati et al., 2023). Indicators of drug availability include drug completeness, stock continuity, procurement accuracy, and drug quality and safety. Drug availability influences patient satisfaction both directly and indirectly through waiting time as a mediating variable.

Drug Prices

Drug price is the monetary value a patient must pay to obtain a drug, reflecting the balance between drug acquisition costs, pharmacy operational costs, and patient purchasing power (Adhari, 2021). Fair and transparent pricing enhances patients' perceptions of fairness. *(perceived price fairness)* and loyalty, while high prices can reduce satisfaction (Mumu et al., 2020).

Factors influencing drug prices include cost of goods sold, operational costs, drug type and brand, government policies, and inter-pharmacy competition. In consumer behavior theory, the perception of fair prices is a key factor in evaluating service quality and influencing patient satisfaction.

Waiting Time

Wait time is the duration from when a patient submits a prescription until they receive the medication, reflecting the efficiency and quality of pharmacy service (Wahyuni et al., 2019). Short wait times indicate a pharmacy's responsiveness and ability to manage workflow, while long wait times can lead to dissatisfaction.

In service quality theory, waiting time is included in the responsiveness and reliability (SERVQUAL) dimension and can be explained through queuing theory, which states that waiting time is influenced by the number of patients and service capacity (Sulistiyanto et al., 2023). Waiting time indicators include the accuracy of prescription service, speed of medication delivery, medication availability, and the number of staff and work systems. As a mediating variable, waiting time strengthens the influence of medication availability and price on patient satisfaction (Fajarini et al., 2021).

Patient Satisfaction

Patient satisfaction is a feeling of pleasure or disappointment that arises from a comparison between the patient's expectations and actual experiences with health services (Nurkharisma et al., 2025). Theory *Expectation–Confirmation* (ECT) explains that satisfaction occurs when service performance meets or exceeds expectations, while service below expectations causes dissatisfaction.

SERVQUAL dimensions that influence patient satisfaction include r*eliability* (reliability), *responsiveness* (responsiveness), *assurance* (competence assurance), *empathy* (empathy), and tangibles (physical evidence). Indicators of patient satisfaction at the pharmacy include the quality of service provided by staff, explanation of drug information (*counseling*), speed of service, accuracy of medication administration, and availability of information. Patient satisfaction has implications for loyalty, treatment adherence, perceptions of service quality, and the reputation of the healthcare facility.

3. RESEARCH METHODS

This study used a quantitative design with a descriptive and analytical approach to analyze the relationship between drug availability, drug prices, and waiting time on patient satisfaction at the K-24 Geliting Pharmacy in Maumere. The study population was all patients who had received pharmaceutical services at the pharmacy, both prescription and over-the-counter patients, while the sample was determined purposively by 100 respondents who met the inclusion criteria, namely aged ≥17 years, had received services at least once in the last three months, and were willing to fill out a questionnaire.

Data collection was conducted through a structured questionnaire as primary data, which measured indicators for each research variable, as well as secondary data from pharmacy documents, scientific literature, and regulations related to pharmaceutical services. The instrument was tested for validity and reliability to ensure consistency and accuracy of measurement, with a measurement scale using a Likert scale of 1–5 (Sugiyono. (2020).

Data analysis was performed using multiple linear regression to examine the effect of drug availability and drug price on patient satisfaction, with waiting time as a mediating variable. Before analysis, a classical assumption test was performed, while t-tests and F-tests were used to test the significance of variables, and Adjusted R^2 was used to assess the ability of independent variables to explain variations in patient satisfaction. This method allows the study to comprehensively assess the factors influencing patient satisfaction in the context of pharmaceutical services at Apotek K-24 Geliting Maumere.

4. RESULTS AND DISCUSSION

a. Respondent Description

In this study, the respondents were patients at the K-24 Geliting Pharmacy in Maumere. The following are the identification results from respondents who completed the questionnaire distributed to 100 patients at the K-24 Geliting Pharmacy in Maumere:

Table 1: Description of Patient Respondents at K-24 Geliting Maumere Pharmacy

No	Respondent Characteristics		Number of Respondents	Percentage
1	Gender	Man	35	35%
		Woman	65	65%
3	Age	<20 years	15	15%
		20-24 years old	15	15%
		25-30 years	25	25%
		31-35 years old	10	10%
		>36 years	35	35%
3	last education	High School	35	35%
		D3	17	17%
		S1	38	38%
		S2	10	10%

In this study, there were a total of 100 respondents who answered the questionnaire. The distribution of respondents based on gender showed that the majority of respondents were female, namely 65 respondents (65%), while male

respondents numbered 35 (35%). This shows that female participation in this study was higher than male.

The data above also shows that respondents have a fairly diverse age range. The largest age group is respondents aged >36 years, namely 35 respondents (35%), followed by the 25–30 age group with 25 respondents (25%). The <20 and 20–24 age groups each numbered 15 respondents (15%), while the 31–35 age group was the smallest with 10 respondents (10%). Overall, this data shows that respondents are dominated by the adult age group. Based on education level, respondents with a bachelor's degree were the largest group, namely 38 respondents (38%). Next, respondents with a high school/senior high school education were 35 respondents (35%), those with a diploma (D3) education were 17 respondents (17%), and those with a master's degree were 10 respondents (10%). This data shows that most respondents have a relatively high level of education.

b. Research result

i. Validity Test Results

Results of the Validity Test of the Drug Availability Variable. From the results of the data test, a significance value of 0.001 was obtained, namely <0.05, which indicates that all items have good validity against the construct of the variable X1 (drug availability.

Results of the Validity Test of the Drug Price Variable. From the results of the data test, a significance value of 0.001 was obtained, namely <0.05, which indicates that all items have good validity against the construct of the variable X2 (drug price).

Validity Test of Waiting Time Variable. From the results of the data test, a significance value of 0.001 was obtained, namely <0.05, which indicates that all items have good validity against the construct of the variable M (waiting time).

Validity Test of Patient Satisfaction Variable. From the results of the data test, a significance value of 0.001 was obtained, namely <0.05, which indicates that all items have good validity against the construct of variable Y (patient satisfaction).

ii. Reliability Test

Based on the results, it is known that the Cronbach's Alpha value = 0.805 indicates that the measurement instrument for the drug availability variable is reliable. Because the α value is more than 0.7, the drug availability variable instrument has quite good or acceptable reliability, so it is worthy of use in further research.

Based on the results of the data test, it is known that the Cronbach's Alpha value = 0.790 indicates that the drug price variable measurement instrument is reliable. Because the α value is more than 0.7, the variable has quite good or acceptable reliability, so it is worthy of use in further research.

Based on the test results, it is known that the Cronbach's Alpha value = 0.807 indicates that the waiting time measurement instrument is very reliable. Because the α value is more than 0.7, it can be concluded that the instrument for measuring the waiting time variable has good reliability and can be relied on in this study.

Based on the results of the data test, it is known that the Cronbach's Alpha value = 0.807 indicates that the measurement instrument is very reliable. Because the α value is more than 0.7, it can be concluded that the instrument for measuring patient satisfaction variables has good reliability and can be relied upon in this study.

iii. Classical Assumption Test

Based on the results of the data test by looking at the Normal P-P Plot of Regression Standardized Residual graph for the dependent variable Y (patient

satisfaction), it can be concluded that the distribution of standard residual points is close to and follows a diagonal line pattern, which is a representation of a theoretical normal distribution. This indicates that the residuals of the regression results tend to be normally distributed, because there are no significant deviations or patterns that deviate far from the diagonal line. Thus, the assumption of normality in the regression model used in this study can be stated to have been met.

Based on the results of regression data processing using the SPSS program, the results of the Tolerance value data test were 0.995 for the drug availability and drug price variables, and 1.005 VIF value for the drug availability and drug price variables, so it can be concluded that there is no multicollinearity between the independent variables.

iv. Multiple Linear Regression Test

As a step to gain an understanding of the extent to which drug availability and drug prices influence patient satisfaction, researchers conducted data testing using IBM SPSS software version 29. The results of the test produced the following regression equation:

Multiple Linear Regression Equation Without Waiting Time Mediating Variable

$Y = 17{,}406 + 0{,}288X_1 + 0{,}229X_2$

Information:

Y = Patient satisfaction

X_1 = Drug availability

X_2 = Price of the drug

Multiple Linear Regression Equation with Waiting Time as Mediating Variable

$Y = 13{,}330 + 0{,}325X_1M + 0{,}321X_2M$

Y = Patient satisfaction

X_1*M = Drug availability mediated by waiting time

X_2*M = Drug price mediated by waiting time

v. T Test

The results of the partial test without the mediating variable of waiting time show: The drug availability variable (X_1) has a significance value of 0.002.

The drug price variable (X_2) has a significance value of 0.008. The results of the partial test with the waiting time mediation variable show Drug availability * Waiting time (X_1*M) significance = 0.001, Drug price * Waiting time (X_2*M) significance = 0.004.

vi. Simultaneous F test

The results of simultaneous testing without the mediating variable of waiting time show that drug availability (X_1) and drug price (X_2) together have a significant effect on patient satisfaction (Y), with a significance value of 0.001.

The results of simultaneous testing with mediating variables indicate that drug availability and drug price, mediated by waiting time, simultaneously have a significant effect on patient satisfaction. The significance value is 0.001.

vii. Coefficient of Determination Test

Before the mediation variable of waiting time, the Coefficient of Determination (R^2) in this study had a value of $R^2 = 0.369$. This value shows that approximately 36.9% of the variation in patient satisfaction can be explained by drug availability and drug prices, while the remainder (63.1%) is influenced by other factors outside the research model.

After the presence of the mediating variable of waiting time, the Determination Coefficient $R^2 = 0.227$. This means that approximately 22.7% of the variation in

patient satisfaction can be explained by the availability of drugs and drug prices by considering waiting time as a mediator, while the rest is influenced by other factors outside the research model.

c. Discussion

i. Data Analysis of the Effect of Drug Availability and Drug Price Variables on Patient Satisfaction Before Including Waiting Time as a Mediator

The results of the research and data testing conducted by the researchers indicate that drug availability has a positive and significant effect on patient satisfaction. The more complete and easily accessible drugs are at the pharmacy, the higher the level of patient satisfaction. This indicates that good drug stock management makes it easier for patients to get the drugs they need without having to wait or look elsewhere, thereby increasing the pleasant service experience. Thus, the first hypothesis (H1) and the third hypothesis (H3) are accepted. This finding is in line with the research of Diantita and Latifah (2017), who found that patient satisfaction with drug services is influenced by drug availability and pharmacist communication. This confirms that drug availability is not only about stock, but also reflects the quality of service that can be directly felt by patients. In addition, Febriyanto's (2011) study, which measured the gap between expectations and service performance, also emphasized the importance of meeting customer needs to reduce dissatisfaction, which is in line with the finding that when drug availability is well met, patient satisfaction increases in this case at the K-24 Geliting Maumere Pharmacy.

The results of this study also indicate that drug prices significantly influence patient satisfaction, but the direction of the influence is positive, not negative as hypothesized in H2. Therefore, H2 is rejected, while H4 is accepted. This means that patients perceive the set drug prices as reasonable and in line with the quality of service and drug availability, thus increasing patient satisfaction. This is consistent with the findings of research by Mumu, Lolo, & Jayanto (2020), which stated that JKN patients assess their satisfaction based on drug prices and speed of service. Furthermore, research by Dewi, Dewantara, & Setyawan (2014) found that service quality, including affordability, influences consumer satisfaction levels. In other words, patients' perceptions of appropriate prices are crucial in shaping positive experiences and increasing their satisfaction with pharmacies.

Simultaneous testing showed that drug availability and drug prices significantly influenced patient satisfaction, thus accepting the fifth hypothesis (H5). This finding suggests that patient satisfaction is not influenced by a single factor, but rather by a combination of adequate drug availability and appropriate pricing. This combination of these two factors underscores the importance of an integrated approach to pharmacy management. For example, even if drug prices are considered reasonable, inadequate drug availability can still decrease patient satisfaction. Conversely, having a complete drug supply but at an inappropriate price can also decrease patient perceptions of service quality. Previous research, such as that by Diana et al. (2022), shows that patient satisfaction increases when pharmaceutical services offer convenience, speed, and friendliness, supporting the importance of combining multiple factors to achieve maximum satisfaction.

Further analysis showed that drug price was a more dominant variable influencing patient satisfaction than drug availability, thus accepting the sixth hypothesis (H6). This confirms that patients place a high value on affordability and the value they receive from services. This finding aligns with research by Mumu, Lolo, & Jayanto (2020), which found that patients consider drug price as a key factor

in assessing satisfaction. Furthermore, Kusbandini & Susilowati (2024) emphasized that clarity of information and pharmacist friendliness also play a role, but price remains the primary consideration for patients in assessing service value. This demonstrates that a fair and reasonable pricing strategy is key to building positive patient perceptions of the K-24 Geliting Maumere pharmacy.

ii. Data Analysis of the Influence of Drug Availability and Drug Price Variables on Patient Satisfaction by Including Waiting Time as a Mediating Variable

Based on the results of the data testing conducted, a multiple linear regression equation was obtained by including waiting time as a mediating variable. This equation indicates that patient satisfaction at the K-24 Geliting Maumere Pharmacy is positively influenced by drug availability and drug prices through waiting time. A positive constant value indicates that if the drug availability and drug prices variables remain unchanged, patient satisfaction remains at a certain level. This suggests that there is a basis for patient satisfaction stemming from the quality of existing services, although other factors also contribute.

The regression coefficient for the interaction between drug availability and waiting time shows a positive effect, indicating that better drug availability and more efficient waiting times tend to increase patient satisfaction. A similar trend is seen for the interaction between drug price and waiting time, where the effect is also positive. These findings confirm that the combination of appropriate drug prices, adequate drug availability, and prompt service through efficient waiting time management plays a significant role in shaping patient satisfaction. In other words, patients not only assess individual aspects of the drug but also consider their experience while waiting for service at the pharmacy.

Based on the hypothesis testing, the results showed that drug availability had a negative and significant effect on waiting time, thus H1 was accepted. This indicates that the better the drug availability, the shorter the patient's waiting time, which, of course, has a positive impact on overall patient satisfaction. Furthermore, drug price had a positive effect on waiting time, thus H2 was accepted. This means that variations in drug prices can affect the length of patient waiting time, confirming that price is not only an economic factor but also influences the service process. Waiting time hurts patient satisfaction. H3 was accepted, indicating that the faster the service is provided, the higher the perceived patient satisfaction.

Regarding the effect of drug availability on patient satisfaction through waiting time mediation, the test results showed a positive and significant effect, thus H4 was accepted. This confirms that good drug availability, when supported by efficient waiting time for service, can increase patient satisfaction. Conversely, the effect of drug prices on patient satisfaction through waiting time mediation showed a positive effect, although the initial hypothesis stated a negative effect. Therefore, H5 was rejected, which indicates that reasonable drug prices that are in accordance with patient expectations do not reduce satisfaction, and can even contribute positively to patient satisfaction. The role of waiting time as a mediator proved significant, thus H6 was accepted, which means that patient satisfaction is formed not only by the availability and price of drugs directly, but also through their experience of the length of waiting time for service.

The determination value of the research model shows the contribution of drug availability, drug price, and waiting time to patient satisfaction, although patient satisfaction is still largely influenced by factors outside the model. This finding indicates that the variables studied are an important part of the strategy to improve patient satisfaction, but do not fully determine the level of satisfaction.

The results of this study align with previous research findings. Febriyanto (2011) demonstrated a negative gap between visitor expectations and perceptions of services at Way Kambas National Park, emphasizing the importance of service quality. Dewi, Dewantara, and Setyawan (2014) found that service quality significantly influenced customer satisfaction at non-doctoral pharmacies, demonstrating the relevance of service quality in the pharmaceutical context. Diana et al. (2022) highlighted that speed and friendliness of service were key factors in customer satisfaction, while Diantita and Latifah (2017) found that medication availability and pharmacist communication influenced patient satisfaction. Kusbandini and Susilowati (2024) emphasized the role of clarity of medication information and pharmacist friendliness in shaping customer satisfaction, while Mumu, Lolo, and Jayanto (2020) showed that JKN participants placed greater importance on price and speed of service when assessing satisfaction. Research by Saputri et al. (2023) confirmed that reliability and responsiveness were key factors in patient satisfaction, while Wahyu Kuntoro (2017) highlighted that short waiting times increased patient satisfaction. Maharani, Mukaddas, and Indriani (2016) found that the quality of prescription services is directly proportional to the level of patient satisfaction, and Verlyndika et al. (2023) emphasized that the perception of service quality has a significant effect on customer satisfaction.

5. CONCLUSION

Based on the research results, it can be concluded that drug availability and drug prices significantly influence patient satisfaction at the K-24 Geliting Pharmacy in Maumere. Adequate drug availability, both in terms of quantity, completeness, and ease of obtaining drugs, increases patients' positive perceptions of the quality and professionalism of pharmacy services. Drug prices that are considered affordable and in accordance with quality also contribute significantly to patient satisfaction. Service waiting time has been shown to act as a mediating variable that strengthens the influence of drug availability and price on patient satisfaction, so that fast, efficient, and comfortable service becomes a key supporting factor. Therefore, optimally improving patient satisfaction requires integrated management of drug availability, reasonable pricing, and control of service waiting times.

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