

●原著

## 一般用医薬品購入者の満足度を指標にした薬剤師の役割評価

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### Evaluation on the role of community pharmacist for non-prescription drug consumer satisfaction.

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#### Abstract :

*Objective*—Investigation and evaluation of the role of pharmacist was carried out by conducting factor analysis for the index of consumer satisfaction of non-prescription at pharmacies and drug stores.

*Methods*—A survey was conducted on non-prescription drug consumers at 114 pharmacies and drug stores. The content of the questionnaire was composed with 8 items of background for consumers, 5 items of the affect purchase and 10 items of the satisfaction factors and also the motivation of consumers for coming to pharmacies.

*Results*—The effective answer ratio was 63.9%. From principal component analysis for 10 items of the satisfaction factors, significant the 4 factors were drawn out, those were shop form of pharmacies and drugstores, correspondence and instruction by pharmacists, benefit and convenience for consumers, and price. According to multivariate analysis, patient consultation highly indicated 2.74 odds ratios and followed size reputation, atmosphere, business hours and price.

*Conclusion*—The satisfaction factor for non-prescription consumer was correlated correspondence and explanation by pharmacists to representative patient consultation.

**Keyword :** Consumer Satisfaction, Drugs non-prescription, Pharmaceutical Services.