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# Enhancing the service quality of community pharmacies for non-prescription medicines based on the perspectives of pharmacists and patients: a qualitative study

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## ABSTRACT

### Background

Pharmacies in several countries are encountering a fierce competition from both local and international rivals, resulting in significant challenges in maintaining competitiveness and market share. Pharmacies are important locations for those seeking non-prescription medicines and are equipped to manage a wide variety of ailments. However, despite the large number of previous qualitative studies on the service quality of community pharmacies, very few studies have explored the service quality dimensions, specifically for non-prescription medications. In this study, we aimed to explore pharmacists' and patients' perception of potential pharmacy service quality for dispensing non-prescription medicines.

### Method

patients in the major cities of Thailand. Multiple face-to-face and telephone interviews were recorded, transcribed, and analysed systematically using the interpretive method of content analysis.

## Results

The participants reported several service attributes for dispensing of non-prescription medicines by community pharmacies. An analysis of the interviews revealed competence, communication, rapport, patient-centredness, and physical environment as the main themes related to service quality dimensions. Specifically, physical environment was categorized into two sub-themes, namely, hygiene and ambience.

## Conclusions

Service quality dimensions of community pharmacies for non-prescription medications were supported by dyadic perspectives – pharmacist and patient perspectives. The findings of the study contribute to community pharmacy research by focusing on the potential dimensions of service quality, especially for non-prescription medicines.

## KEYWORDS:

[Community pharmacy](#)   [competence](#)   [pharmacy service](#)   [community pharmacist](#)   [non-prescription medication](#)

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No potential conflict of interest was reported by the author(s).

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## Additional information

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