

## **The satisfaction of customers who bought drug at pharmacies which achieved GPP standards in CanTho city**

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**Summary:** *Patient satisfaction has become an integral component in the quality of healthcare services, especially in the services of community pharmacies. The objective of this study was to identify factors of pharmacy performance and customer's characteristics which impacting on their personal satisfaction. Research surveyed 612 customers who bought drugs at studying pharmacies which achieved GPP standards in CanTho city provides that overall most customers feel satisfied about quality services of community pharmacies. Age, education level and occupation are three characteristic elements of customer affect satisfaction levels. Beside, reliability coefficient test and factor analysis identified 21/31 items in the initial survey has an important roles and needed to be retained in the final scale. These selected criterias grouped into four main Components: 'Apparel – communication skills of pharmacists', 'pharmacy facilities', 'Professional capacity of pharmacists' and 'consulting process'. Respondents's score on "Consulting process" items in scale are the lowest show that these are the first issues which needed the improvement.*