

Quality of Drug Side Effect Information as Foundation for Pharmacy Reputation and Buyer Confidence

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Article History:

Received: 12 April 2026

Revised: 30 April 2026

Accepted: 03 Mei 2026

Keywords: *pharmacist professionalism, side effect explanation, brand reputation, buyer confidence, patient loyalty, risk communication, pharmaceutical services.*

Abstract: *This study aims to analyze the role of pharmacists' quality in explaining drug side effects in building pharmacy brand reputation and shaping buyers' confidence to reuse the same service. The research employs a qualitative literature study with a content analysis approach, drawing upon various relevant scholarly sources. The findings indicate that explanations of side effects delivered patiently, clearly, and using language comprehensible to patients create feelings of safety and value. These impressions leave a lasting impact that is subsequently shared with others, organically building brand reputation. Each satisfactory interaction regarding side effect explanations reinforces patients' conviction that the pharmacy is the appropriate destination for future visits. This confidence evolves into loyalty that withstands the allure of lower prices or promotions from competing pharmacies. Pharmacists' professionalism in communicating medication risks yields a dual benefit: protecting patients from medical harm while simultaneously safeguarding the pharmacy business from competition. The practical implications of this study underscore the necessity of prioritizing communication training for pharmacists, developing consistent operational standards, and recognizing that every patient interaction constitutes a long-term investment in brand reputation.*

INTRODUCTION

Patient safety in medication use constitutes one of the primary pillars of modern healthcare services. Every day, millions of prescriptions are dispensed at pharmacies, and millions of medications are purchased without prescription to address minor health complaints. Behind each of these transactions lies substantial potential risk. Drug side effects, interactions between medications, and errors in usage methods can all generate serious consequences for patient health (Papoyan, 2023). The general public often lacks sufficient knowledge to recognize and anticipate these risks. Risk perception can significantly influence an individual's decision-making process (Hidayat & Darmawan, 2025). They arrive at pharmacies hoping to obtain solutions for their health problems, yet unknowingly they may also carry home potential dangers if the information they possess about the medication remains incomplete. In such situations, the presence of a pharmacist

becomes critically important. The pharmacist serves as the frontline professional responsible for ensuring that the medication provided is not only effective but also safe for use (Chinwe, 2025).

Pharmacist professionalism is reflected in their ability to compound medications or interpret physician prescriptions (Unnissa *et al.*, 2024). Professionalism is equally manifested in the manner in which pharmacists communicate with patients (Mohiuddin, 2018). One critical moment in pharmacist-patient interaction occurs when explanations regarding medication side effects are provided. Patients receiving clear explanations about possible side effects that may occur, what actions to take if side effects emerge, and warning signs requiring vigilance will feel better prepared and less panicked if such events actually transpire. Effective explanations create a sense of security. Patients understand that they are not simply released after purchasing medication. Product excellence depends fundamentally on the quality of professional work (Hariani *et al.*, 2021). They recognize that there is a professional who cares and stands ready to assist should problems arise. This sense of security constitutes the foundation of trust, an invaluable element in the relationship between healthcare providers and recipients (Nabi *et al.*, 2023).

The trust cultivated through positive interactions with pharmacists subsequently develops into something broader, namely reputation (See *et al.*, 2020). A patient satisfied with the explanations provided by a pharmacist will not keep that experience to themselves. They will share it with family, friends, or neighbors. They will return to the same pharmacy when needing medication in the future. In marketing literature, this phenomenon is known as brand reputation formation through direct consumer experience (Fitriana *et al.*, 2021). A positive image can strengthen trust in a product (Issalillah *et al.*, 2022; Nahar *et al.*, 2025). The pharmacy as a brand is not built through expensive advertising but through the quality of human interactions occurring within it every day. Each time a pharmacist takes time to explain side effects patiently and clearly, they are laying bricks for that brand's reputation (Gregory & Austin, 2021). Conversely, a single negative experience can dismantle a reputation painstakingly constructed over many years.

In the current information era, pharmacy reputation propagates rapidly through social media and digital review platforms (Sartana *et al.*, 2023). Technology utilization can enhance business effectiveness (Mardikaningsih & Werdoyo, 2024). A patient can easily share their experience, whether positive or negative, with thousands of individuals within minutes. A story about a pharmacist providing comprehensive explanations about medication side effects can go viral and attract new patients. Conversely, complaints about an indifferent pharmacist who fails to provide adequate information can drive away numerous potential patients. The quality of side effect explanations is no longer merely a matter of professional ethics but has become a matter of reputation and business sustainability. Organizational sustainability demands consistent strategic management (Mardikaningsih & Darmawan, 2021). Business strategy constitutes a systematically coordinated set of decisions and actions designed to develop and leverage organizational core competencies in achieving long-term competitive advantage (Abdulwase *et al.*, 2020; Ali & Darmawan, 2023). Pharmacies aspiring to grow must recognize that technical competence alone is insufficient. The ability to communicate and build trust through quality explanations represents a long-term investment that determines competitiveness (Jose & AlHajri, 2018).

Buyer or patient confidence in continuing to utilize a particular pharmacy's services is substantially determined by the accumulation of positive experiences they obtain (Jauhari & Roy, 2022). When a patient is confident that the pharmacist will consistently provide honest and complete information about the medications they purchase, including the risks of side effects, loyalty is formed (Christi, 2024). They will not easily switch to another pharmacy even if prices are slightly lower. They perceive that the safety and peace of mind they receive far outweigh short-

term cost savings. This confidence constitutes an immensely valuable intangible asset for pharmacies. It causes patients to return, recommend to others, and defend the pharmacy when criticism arises (Jose & AlHajri, 2018). Thus, pharmacist professionalism in explaining medication side effects not only mitigates medical risks but also builds a robust business foundation through brand reputation and strong buyer confidence. Risk perception becomes one of the considerations in decision-making (Fahriza & Darmawan, 2025).

In daily pharmaceutical practice, gaps frequently emerge between expected professional standards and field realities (Sartana *et al.*, 2023). Many patients leave pharmacies carrying only medication without receiving adequate explanations about potential side effects that may arise (Anjani *et al.*, 2023). Pharmacists are often too occupied with administrative or technical duties, leaving very limited time for patient communication. In some settings, pharmacists do not even interact directly with patients because medication dispensing is conducted by pharmacy assistants or other personnel. Consequently, patients lose the opportunity to obtain crucial information that could protect them from undesired risks (Romlah *et al.*, 2024). They may consume medication unaware that drowsiness could endanger them if driving, or without realizing that certain side effects require immediate medical attention (Sawant *et al.*, 2016). These gaps create unnecessary vulnerabilities and potentially endanger patient safety (Issalillah & Khayru, 2024).

On the other hand, even when pharmacists attempt to provide explanations, the quality of such explanations is frequently suboptimal. Explanations are delivered using overly technical language that proves difficult for lay patients to comprehend. Information is conveyed hastily without ensuring whether patients truly understand. Patients feel hesitant to ask further questions due to fear of appearing ignorant or burdensome. Consequently, communication becomes merely one-way and ineffective. Patients depart with incomplete information and misconceptions about the medications they consume. Furthermore, pharmacies often lack mechanisms to monitor whether patients experience side effects after medication use. If side effects occur, patients may not know whom to contact or what actions to take. All these factors indicate that pharmaceutical service systems have not yet fully oriented toward patient safety and long-term trust building, but rather focus more on rapid completion of medication transactions.

Industry dynamics are inseparable from changes in consumer behavior (Gani *et al.*, 2021). Every organization consists of individuals with diverse behavioral patterns (Darmawan, 2013). Shifts in consumer behavior within the healthcare sector reveal increasingly critical and information-seeking trends (Made & Dewi, 2022). The public now possesses extensive access to health information through the internet. They can read about prescribed medications, investigate side effects, and learn about others' experiences before deciding to purchase. However, information circulating in cyberspace is not always accurate and frequently generates excessive anxiety (Kairuz *et al.*, 2013). Patients who have read alarming information about certain medication side effects may become hesitant to consume medications that are actually essential. Change dynamics can be managed through appropriate managerial effectiveness (Mardikaningsih & Darmawan, 2022). Herein lies the increasingly important role of pharmacists. Pharmacists can serve as trusted information sources, providing explanations that are both reassuring and honest about existing risks. They can correct misconceptions and assist patients in making appropriate decisions. Amidst the flood of information with varying quality, the need for personal, trustworthy face-to-face communication actually increases rather than decreases. Quality depends on the integration of technical, managerial, and conceptual competencies within organizations (Darmawan, 2024).

Moreover, the pharmaceutical industry faces intensifying competition. Pharmacies compete not only with fellow pharmacies but also with digital platforms selling medications online

(Noviyanti & Antari, 2024). Digital promotion on social media can strengthen customer loyalty when executed consistently (Infante & Mardikaningsih, 2022). In this competitive landscape, price and accessibility constitute important factors but are not the sole determinants. Physical pharmacies possess advantages that digital platforms cannot replicate, namely human interaction with professional personnel (Dung, 2019). Human touch, empathy, and personal communication represent added value highly appreciated by patients. Pharmacists capable of building trusting relationships through quality explanations create strong differentiation. Patients will choose to visit a particular pharmacy not because medications are cheaper but because they are confident they will receive accurate information and genuine attention. In an era where transactions can be completed with a single click, the ability to cultivate human relationships actually becomes the most difficult competitive advantage to imitate. Examination of how quality side effect explanations build reputation and confidence becomes highly relevant in assisting pharmacies to identify their optimal market positioning.

Patient product knowledge is important for assessing the quality of information provided by pharmacists (Småbrekke *et al.*, 2023). This writing aims to analyze in depth the influence of the quality of pharmacist explanations regarding medication side effects on the formation of pharmacy brand reputation. Additionally, this study seeks to understand how such explanations contribute to cultivating buyer confidence in returning to the same pharmacy for future services. Through comprehensive literature review, this writing is expected to provide theoretical contributions to the development of healthcare service marketing management and consumer behavior in the pharmaceutical sector, particularly in understanding the relationship between professional service quality and patient loyalty. Practically, the findings of this study can serve as a foundation for pharmacy managers and pharmaceutical personnel to design service standards more oriented toward effective patient communication. Understanding how quality side effect explanations can constitute long-term investment in building reputation and trust will assist pharmacies in enhancing their competitiveness amidst increasingly complex industry competition.

RESEARCH METHOD

This writing employs a qualitative literature study approach as the primary method for addressing the established research questions. This method was selected because it enables the author to conduct systematic theoretical exploration of concepts central to the investigation, namely pharmacist professionalism, communication quality regarding medication side effects, brand reputation, and buyer confidence in the healthcare service sector. As articulated by Creswell (2009), qualitative research constitutes an investigative process that understands social problems based on constructing comprehensive pictures formed through words. Literature study serves as a means to understand relationships among these concepts through exploration of knowledge documented across various scientific publications. This process does not involve primary data collection in the field but rather relies on literature richness to construct arguments and synthesize knowledge. Flick (2009) adds that in qualitative research, the researcher functions as a key instrument reconstructing reality through interpretation of various sources. Data sources in this writing comprise diverse scientific publications addressing related variables from both theoretical and empirical perspectives, including journals, textbooks, and relevant conference proceedings.

The implementation of this literature study follows systematic steps as recommended in library research methodology. The process commences with topic identification and sharp research problem formulation, followed by literature searching from trusted academic databases using relevant keywords such as pharmacist professionalism, medication risk communication, side

effects, service brand reputation, patient loyalty, and consumer trust. After literature collection, critical evaluation of each source's relevance and credibility is conducted. The subsequent stage involves analysis and synthesis. For analyzing library data, the author employs a qualitative content analysis approach as elaborated by Krippendorff (2004), wherein texts from various sources are treated as data containing meanings that must be systematically revealed through replicable procedures. The author reads, records, categorizes, and interprets key arguments from each literature source to identify patterns, themes, and relationships among concepts. The synthesis process is conducted by combining findings from various sources to construct a more comprehensive new understanding of how quality pharmacist explanations regarding medication side effects can build brand reputation and buyer confidence. Through this approach, the writing not merely summarizes expert opinions but constructs a conceptual framework capable of explaining the dynamics central to the investigation.

RESULTS AND DISCUSSION

Patient Product Knowledge and Pharmacist Information in Medication Use

A foundational theory elucidating the measurement indicators of product knowledge originates from consumer behavior studies advanced by James F. Engel, Roger D. Blackwell, and Paul W. Miniard. Within the consumer behavior perspective, product knowledge refers to the level of consumer understanding regarding the characteristics, benefits, and methods of using a product, acquired through experience, marketing information, and prior learning.

According to Engel, Blackwell, and Miniard, product knowledge constitutes an important component in consumer decision-making processes. Consumers possessing high levels of product knowledge tend to be more capable of evaluating product alternatives rationally, understanding quality differences among products, and determining choices most aligned with their needs. Product knowledge also influences consumer value perceptions and trust toward a brand.

Tabel 1. Indicators of Product Knowledge

No	Indicator	Description	Measurement Focus
1	Knowledge of Product Attributes	Consumer understanding of the characteristics and specifications of a product, such as quality, design, and materials.	Level of consumer awareness of product characteristics
2	Knowledge of Product Benefits	Consumer understanding of the benefits or value obtained from using the product.	Consumer perception of product usefulness
3	Knowledge of Product Usage	Consumer knowledge about how to use the product correctly and effectively.	Consumer ability to explain or demonstrate product usage
4	Comparative Product Knowledge	Consumer ability to compare one product with other similar products in the market.	Ability to evaluate differences among competing products
5	Product Value Knowledge	Consumer understanding of the relationship between product quality, benefits, and price.	Consumer evaluation of value relative to price

Within this theoretical framework, product knowledge can be measured through several primary indicators. The first indicator is knowledge of product attributes. This indicator describes the extent to which consumers understand the basic characteristics of a product, such as material quality, design, function, or technical specifications possessed by the product. Understanding product attributes enables consumers to assess whether a product aligns with their needs.

The second indicator is knowledge of product benefits. This indicator measures the extent to which consumers know the benefits or utility value obtainable from product usage. Consumers who understand product benefits well are typically more confident in selecting that product because

they recognize the value they will receive after use.

The third indicator is knowledge of product usage. This indicator pertains to consumer understanding regarding how to use the product correctly and effectively. This knowledge is particularly important for products possessing complex features or functions.

The fourth indicator is comparative product knowledge. This indicator describes consumers' ability to compare a product with other similar products in the market. Consumers possessing comparative knowledge are typically more capable of assessing quality, price, and feature differences among various brands or products.

The final indicator is product value knowledge. This indicator pertains to consumer understanding regarding the relationship among product quality, benefits obtained, and the price that must be paid. Consumers with good product value knowledge tend to be more capable of assessing whether a product provides value commensurate with the cost incurred.

The theory advanced by Engel, Blackwell, and Miniard emphasizes that product knowledge constitutes an important cognitive factor in consumer decision-making processes. By measuring product knowledge through indicators such as attribute knowledge, benefit knowledge, usage knowledge, comparative product knowledge, and product value knowledge, researchers can understand the extent to which consumers possess adequate understanding of products they are considering purchasing.

Patient product knowledge can be understood as the level of patient understanding regarding medications or health products they use (Garrido-Castro *et al.*, 2024). This concept aligns with the consumer behavior theory advanced by James F. Engel, Roger D. Blackwell, and Paul W. Miniard, which states that product knowledge encompasses understanding of product attributes, benefits, usage methods, comparison with other products, and product value. In the healthcare service context, patients function as end users of pharmaceutical products, thus their level of knowledge regarding medications significantly influences usage methods and therapeutic success.

Patients generally acquire medication knowledge from various sources, such as previous usage experience, information from family or friends, mass media, and information obtained during interactions with healthcare professionals (Ting *et al.*, 2021). However, the level of knowledge possessed by patients is often limited or not entirely accurate. Many patients only know the medication name or its general purpose but lack deep understanding of medication attributes such as ingredients, appropriate dosage, side effects, or interactions with other medications (Taylor *et al.*, 2023).

Pharmacists possess a professional role in providing comprehensive and accurate medication information to patients (Sääksjärvi *et al.*, 2009). Information provided by pharmacists typically includes explanations regarding medication function, correct usage methods, dosage to be consumed, timing of use, possible side effects, and actions to be taken should certain reactions occur. Thus, information from pharmacists functions to complement and improve the product knowledge previously possessed by patients.

Comparison between patient knowledge and information provided by pharmacists reveals differences in depth and accuracy of information (Huston, 2013). Patient knowledge is often partial and based on personal experience, whereas pharmacist information is systematic, scientific, and based on pharmaceutical standards (Gore *et al.*, 1994). Through communication and education processes conducted by pharmacists, patients can enhance their understanding regarding medication attributes, therapeutic benefits, correct usage methods, and potential risks that may arise.

Consequently, the pharmacist's role is critically important in enhancing patient product knowledge. When patients obtain clear and complete information regarding medications they use, they will be better able to use medications appropriately, understand benefits obtained, and avoid usage errors. This enhancement of product knowledge can ultimately support therapeutic success, improve patient adherence in medication consumption, and minimize risks of undesirable side effects.

Quality of Medication Side Effect Explanations in Building Pharmacy Brand Reputation

Explanations regarding medication side effects provided by pharmacists constitute a highly personal form of risk communication. When a pharmacist sits or stands facing a patient and begins explaining possible effects that may arise after medication consumption, they are performing more than mere information transfer. They are demonstrating care. Patients listening to such explanations perceive that someone genuinely attends to their safety (Al-Rusasi, 2023). This feeling of being attended to leaves a deep impression not easily forgotten. Such positive experiences become stored in patient memory as part of their evaluation of that pharmacy. Revisit intention is influenced by previous consumer experiences (Rahayu & Darmawan, 2025). When asked to recommend a pharmacy to others, the experience of a caring pharmacist who provides complete explanations becomes the primary story they share. Pharmacy brand reputation begins forming from such small stories disseminated from one patient to another (Takaki *et al.*, 2015).

The quality of side effect explanations also reflects pharmacist professional competence. Patients may lack sufficient medical knowledge to assess whether a pharmacist performs their duties correctly technically (Portela *et al.*, 2010). However, they can perceive whether the pharmacist masters the material being conveyed. Clear, structured explanations accompanied by logical reasons why certain side effects require vigilance signal to patients that they are interacting with a competent professional. Pharmacists capable of answering follow-up questions calmly and convincingly further strengthen this perception of competence. When patients feel they are in capable hands, trust grows. And when trust grows among many patients, collectively it builds the pharmacy's reputation as a safe and reliable place. This reputation subsequently becomes the reason for new patients to come, even without prior direct experience.

In the service industry, brand reputation is often built through what are termed moments of truth, namely moments of interaction between service providers and consumers that determine consumer perceptions of overall service quality (Ak, 2019). The interaction between pharmacist and patient during side effect explanations constitutes one of the most critical moments of truth. In this moment, patients form judgments they will remember and use to evaluate the pharmacy in the future. Pharmacists who provide explanations with patience, using language patients understand, and ensuring patients truly comprehend before leaving the pharmacy, create positive moments of truth. Conversely, pharmacists who rush, use technical terms without explanation, or appear indifferent create negative moments of truth that can damage reputation within minutes. Every interaction constitutes an opportunity to build or conversely to damage reputation.

Quality side effect explanations also function as a form of patient expectation management. Many patients harbor excessive concerns about medication side effects due to information obtained from unreliable sources (Kairuz *et al.*, 2013). When pharmacists provide honest yet reassuring explanations, they help patients develop realistic expectations. Patients know what side effects may possibly occur, how serious the likelihood is, and what actions to take should such side effects emerge. With realistic expectations, patients will not panic if experiencing normal mild side effects. They will also not be disappointed if feared effects ultimately do not occur. Experiences aligning

with expectations create satisfaction. Satisfied patients will tend to hold positive perceptions of the pharmacy, and positive perceptions accumulated among many patients will form a strong, consistent brand reputation.

Pharmacy brand reputation is also built through differentiation from competitors. In a given area, several pharmacies may exist in proximity selling relatively similar products (Takaki *et al.*, 2015). Medication prices also tend to be uniform due to market mechanism regulation. In such situations, what distinguishes one pharmacy from another? The answer often lies in service quality, particularly the quality of interaction with pharmacists. Product quality becomes a primary factor in creating customer satisfaction (Safira *et al.*, 2025). Pharmacies known to have friendly, patient pharmacists who consistently provide complete explanations about medications, including side effects, will occupy a unique position in consumer consciousness. This differentiation is immensely valuable because it is not easily imitated. Building a team of pharmacists with strong communication skills requires time, training, and supportive organizational culture. When this differentiation is successfully established, the pharmacy's brand reputation becomes a competitive asset protecting the business from competitor attacks.

Consistency in providing quality side effect explanations also plays an important role in reputation formation (Dung, 2019). A patient may experience a positive interaction once, but if on a subsequent visit they encounter another pharmacist providing minimal explanations, their perception may shift. Strong brand reputation requires consistency across all touch points and throughout all times. All pharmacists serving at that pharmacy must maintain the same standard for providing side effect explanations. No significant differences should exist between senior and junior pharmacists, between morning and evening shifts. This consistency creates predictability. Patients come to the pharmacy confident they will receive equally good service, regardless of which pharmacist is on duty. This confidence constitutes the core of solid brand reputation. Pharmacies successful in building consistency will have loyal patients who become voluntary brand ambassadors.

In the digital era, pharmacy brand reputation is built not only through direct interaction but also through online reviews (Kim *et al.*, 2020). Patients satisfied with side effect explanations provided by pharmacists are often motivated to leave positive reviews on platforms such as Google Maps or social media. Motivation constitutes an important factor in determining consumer behavior (Auliyah & Darmawan, 2025). They write about how pharmacists took time to explain, answered questions patiently, and made them feel safe. These reviews are subsequently read by other potential patients seeking trusted pharmacies. The more positive reviews mentioning pharmacist communication quality, the stronger the pharmacy's online reputation. Conversely, a single negative review about a pharmacist failing to provide side effect explanations can spread widely and damage reputation built over many years. Today's quality of side effect explanations can become digital content influencing the decisions of dozens or even hundreds of potential future patients. Security in digital transactions affects user trust levels (Negara & Darmawan, 2023).

Quality side effect explanations also contribute to reputation building through reduction of adverse incidents (Kairuz *et al.*, 2013). When patients receive complete information about side effects, they are better prepared for possibilities that may occur. If side effects emerge, they understand it is normal and know what actions to take. They will not panic and rush unnecessarily to doctors or hospitals. They will also not blame the pharmacy or medication provided. Conversely, if patients receive no explanation and subsequently experience frightening side effects, the reaction that emerges can be intensely negative. They may become angry, feel deceived, and disseminate negative stories about the pharmacy. By preventing negative incidents through good

communication, pharmacies protect their reputation from negative story onslaughts. Prevention is always better than cure, particularly regarding reputation, which once damaged proves difficult to restore.

Pharmacy brand reputation is also closely linked to perceptions of ethics and integrity. Pharmacists who voluntarily provide explanations about side effects, including potentially unpleasant side effects, demonstrate that they prioritize patient safety above commercial interests (Nabi *et al.*, 2023). They are not merely seeking to sell medication but aim to ensure that medication is used safely. This action cultivates the perception that the pharmacy is operated with high ethical standards. Patients feel that they will not be harmed or exploited. This ethical perception constitutes an important component of long-term brand reputation. Pharmacies known to be ethical will be chosen by patients who value principles, not merely price. Amidst widespread business practices that sometimes disregard ethics, ethical reputation becomes increasingly rare and increasingly valuable.

Quality side effect explanations also strengthen brand reputation through enhancement of overall patient satisfaction (Sawant *et al.*, 2016). Patient satisfaction with healthcare services is determined not only by clinical outcomes but also by the quality of interactions during the service process. Patients receiving comprehensive explanations about side effects feel valued as human beings, not merely as queue numbers. They feel involved in their own treatment process. This feeling of being valued and involved creates emotional satisfaction that transcends functional satisfaction. Emotionally satisfied patients tend to develop stronger bonds with service providers. These bonds are subsequently reflected in loyalty and advocacy. They will defend the pharmacy if criticism arises, and they will enthusiastically recommend the pharmacy to others. All of this constitutes fuel that continuously fills and strengthens brand reputation.

From a long-term perspective, pharmacy brand reputation built through quality side effect explanations becomes a form of insurance against market uncertainty (Białkowski & Clark, 2021). When a new pharmacy opens nearby with lower prices or more aggressive promotions, patients who already possess emotional bonds and trust will not easily switch. They know that at their established pharmacy, there are pharmacists who will provide comprehensive explanations and care about their safety. This value cannot be replaced by small discounts or promotional gifts. Individual conditions are influenced by psychological and emotional factors (Irfan & Darmawan, 2021). A strong reputation creates psychological switching costs that make patients reluctant to change (Hortolányi & Domán, 2024). Thus, investment in improving pharmacist communication quality, particularly in side effect explanations, constitutes not an expense but rather a long-term investment yielding returns in the form of patient loyalty and business resilience against competition.

Quality side effect explanations also build brand reputation through positive word-of-mouth effects (Berry *et al.*, 2002). Word of mouth constitutes one of the important factors influencing consumer purchase intentions (Yusuf *et al.*, 2025). In healthcare services, word-of-mouth recommendations possess extraordinary power because people tend to trust others' direct experiences more than advertisements. A patient who receives comprehensive explanations about medication side effects from a pharmacist will share this experience with family and friends. The story may be simple, but the message is powerful: "At pharmacy X, the pharmacist really explained everything, I felt safe." Stories like these spread through social networks and bring new patients to the pharmacy. Each new patient who subsequently arrives also potentially becomes a source of new stories. This snowball effect causes brand reputation to grow organically without substantial marketing costs (Noviyanti & Antari, 2024). Today's quality of side effect explanations constitutes

a reputation-generating engine for the future.

Pharmacy brand reputation is an abstraction of all patient experiences, particularly critical experiences such as receiving explanations about medication side effects (Kairuz *et al.*, 2013). Reputation cannot be built overnight, but neither can it be fabricated. It is a reflection of what truly occurs in daily interactions between pharmacists and patients. Pharmacists who consistently provide quality explanations, with full empathy and competence, are writing their pharmacy's reputation narrative line by line. Each explanation constitutes a sentence in that long narrative. The more positive sentences written, the stronger the reputation narrative constructed. Patients read this narrative through their own experiences and through others' stories. When this narrative reaches the conclusion that the pharmacy is a safe and trustworthy place, then a solid brand reputation has been successfully built.

Medication Side Effect Explanations and Formation of Buyer Confidence in Reusing Pharmacy Services

Buyer confidence in returning to the same pharmacy for services is formed through a series of positive experiences accumulated over time. The most memorable initial experience typically occurs when patients receive explanations about the medications they purchase, particularly explanations about side effects. In this moment, patients are in a vulnerable state due to the health issues they are experiencing (Almomani *et al.*, 2024). They seek medication for healing but also carry concerns about possible adverse effects. When a pharmacist arrives with reassuring and informative explanations, those concerns diminish. Patients feel that there is a party responsible for their safety. The sense of security arising from this interaction becomes the first foundation for confidence to return (Sartana *et al.*, 2023). They begin thinking that should they fall ill again and require medication in the future, the first place they will visit is the same pharmacy, because that is where they once felt safe.

The quality of side effect explanations also builds confidence through creating respect and trust toward the pharmacist as a professional (Jose & AlHajri, 2018). When pharmacists explain clearly, using easily understood language, and demonstrate mastery of the material, patients develop respect. They view the pharmacist not merely as a medication seller but as a partner in maintaining their health. This respect subsequently develops into trust. Patients trust that this pharmacist will consistently provide accurate information, even if that information may be unpleasant to hear (Sartana *et al.*, 2023). Trust in this individual pharmacist then expands into trust in the pharmacy institution where that pharmacist works. Patients are confident that service standards at that pharmacy are high because it employs quality pharmacists. Confidence to return is born from the conviction that they will consistently receive the same professional service each time they come (Nisa *et al.*, 2022).

Side effect explanations provided consistently every time patients purchase medication strengthen confidence through predictability. Patients who interact with the same pharmacy multiple times and receive comprehensive explanations each time will develop expectations that this will continue to occur (Irshan & Wahyuningsih, 2025). They know precisely what they will receive when coming to that pharmacy. No negative surprises. No disappointment. This predictability is immensely valuable in healthcare services because it reduces anxiety. Patients anxious about their illness need not add anxiety by wondering whether the pharmacist will be friendly or not, whether explanations will be provided or not. Confidence to return becomes an easy decision because they know exactly what awaits. Decisions made are typically the result of comparing several options (Margareta & Darmawan, 2025). Pharmacies successful in creating this

positive predictability will enjoy high loyalty levels because patients tend to choose certainty over uncertainty (Destiyani *et al.*, 2022).

In the confidence formation process, side effect explanations also function as evidence that the pharmacy genuinely cares about patient safety, not merely about profit (Purnomo *et al.*, 2022). Patients are sufficiently discerning to distinguish between sincere service and mere pleasantries. When pharmacists take time to explain side effects without being asked, patients perceive that sincerity (Irshan & Wahyuningsih, 2025). They observe that the pharmacist is not merely seeking to complete the transaction as quickly as possible but genuinely wants to ensure their safety. This sincerity is extremely rare and highly valued. Patients who perceive sincerity will feel an emotional connection to that pharmacy. They would feel guilty switching to another pharmacy, as if betraying those who have cared for them. Confidence to return is born from emotional bonds built through sincerity perceived in every interaction.

Comprehensive side effect explanations also help patients feel more empowered to manage their own health. When patients know what side effects may possibly occur, they can prepare themselves (Chinwe, 2025). They know when to contact a doctor, when to come to the hospital, and when merely to rest. This knowledge reduces the fear and helplessness that often accompany illness. Patients who feel empowered tend to develop more positive attitudes toward healthcare providers who empower them. They associate the pharmacy with feelings of empowerment and control, not with feelings of fear and dependence. This positive association strengthens confidence to return. They will return not only because they need medication but because they wish to maintain the feeling of empowerment they gain each time they interact with a communicative pharmacist. Buyer confidence is also influenced by the perception that they are treated as unique individuals, not as patient number something (Dung, 2019). When pharmacists explain side effects, there exists an opportunity for personalization. Pharmacists can inquire about patients' specific conditions, other medications being consumed, or allergy history. Based on this information, side effect explanations can be tailored. For instance, pharmacists can provide extra warnings about drowsiness effects if patients are known to drive frequently. Or explain interactions with other medications patients may already be taking (Noor *et al.*, 2023). This personalization makes patients feel seen and valued as individuals. They are not merely buyers but human beings with unique needs. This feeling of being valued creates strong bonds. Patients will return to pharmacies that make them feel valued, even though logically they know other pharmacies might technically also provide the same medication.

Good side effect explanations also reduce the risk of patients experiencing negative experiences that could damage confidence (Jose & AlHajri, 2018). If patients are not informed about possible mild side effects such as drowsiness or dry mouth, they may panic when those effects appear. They may think something is wrong with the medication or with their body. This panicked experience will be associated with the pharmacy where they purchased the medication (Khayru & Issalillah, 2021). They might think, "Last time I bought medication there, I panicked because of the side effects." This negative association will reduce confidence to return. Conversely, if they have been informed beforehand, side effects that emerge are received calmly. No negative associations are formed. By preventing negative experiences, side effect explanations protect patient confidence. Patients maintain positive perceptions of the pharmacy because their experiences always remain under control and aligned with expectations.

Confidence in reusing pharmacy services is also reinforced by the perception that the pharmacy maintains high safety standards (Nabi, Malik, *et al.*, 2023). Side effect explanations constitute one of the most visible indicators of these safety standards. Patients reason, "If the

pharmacist cares enough to explain side effects, surely they also care about other safety matters such as proper medication storage, expiration date checking, and so forth." Side effect explanations become signals or cues for patients regarding overall pharmacy quality. These signals are critically important because patients cannot personally inspect other technical aspects. They must trust the signals they can observe. The stronger the positive signals provided by the pharmacy, the stronger patients' confidence that they are safe shopping there. This confidence in safety constitutes the primary foundation of loyalty in healthcare services.

Side effect explanations also contribute to confidence formation through the creation of ongoing two-way dialogue (Irshan & Wahyuningsih, 2025). When pharmacists explain, patients often have follow-up questions. If pharmacists answer patiently and satisfactorily, patients feel that they possess an open communication channel. They know that they can return to ask should any problems or confusion arise in the future. This feeling of having access to a trusted information source proves immensely reassuring. Patients do not feel alone in their treatment journey. They have a "resource person" they can contact. Confidence to return is reinforced by the conviction that they will always obtain answers to new questions that may emerge. Pharmacies should ideally not only sell medication but also provide ongoing consultation services. Sustainability-oriented efforts need to consider both economic and social aspects (Musyafak & Darmawan, 2025). This added value makes patients reluctant to switch.

Buyer confidence is also formed through social processes, wherein positive experiences with side effect explanations become stories shared within families (Noviani *et al.*, 2024). A mother receiving comprehensive explanations about medication for her child will feel immensely relieved. Her parental concerns diminish. This experience will be shared with her husband, with her mother-in-law, or with fellow mothers. The family collectively then develops positive perceptions about that pharmacy. When other family members require medication, the first recommendation invariably comes from that mother. Thus, confidence in reusing pharmacy services is possessed not only by the individual who directly experienced the service but also by their family members. Pharmacies successful in satisfying one patient potentially gain that patient's entire family as loyal customers.

Over the long term, confidence in reusing pharmacy services develops into loyalty resistant to temptation. When a new pharmacy opens with lower prices or more attractive gifts, patients possessing strong confidence will not be easily tempted (Khayru & Issalillah, 2022). They have built a relationship with their pharmacy. They understand that this relationship is founded on something deeper than price or gifts, namely trust and a sense of security. They may occasionally try another pharmacy out of curiosity, but the experience at that other pharmacy will actually reaffirm why they remain loyal to their established pharmacy. Perhaps at the new pharmacy, side effect explanations are superficial or even absent. This negative experience will make them appreciate their established pharmacy even more. Confidence that has been strongly built becomes a shield protecting loyalty from various external temptations.

Side effect explanations also build confidence through the creation of a long, positive track record. Patients who have interacted with the same pharmacy dozens of times, receiving satisfactory explanations each time, will possess extremely robust confidence (Kairuz *et al.*, 2013). This confidence no longer depends on one or two interactions but on a consistently positive long-term pattern. They know that this pharmacy has accompanied them through various health episodes, from common flu to chronic illness. In each episode, the pharmacist has always been present providing needed information. This track record constitutes an invaluable asset for the pharmacy. It cannot be created in a short time, yet it forms the strongest foundation of loyalty.

Patients with such lengthy track records will become lifetime customers and the most credible source of recommendations.

Buyer confidence in reusing pharmacy services represents the final outcome of a series of satisfactory interactions, with side effect explanations constituting one of the most critical interactions (Gül *et al.*, 2023). This confidence is simultaneously emotional and rational. Emotionally, patients feel calm, safe, and valued. Rationally, they understand that this pharmacy provides added value in the form of information protecting them from risks. Risk perception can function as either an inhibitor or a driver in taking action (Cahyani & Darmawan, 2025). The combination of positive emotion and rationality creates strong, enduring confidence. Patients need not think twice when needing medication. The decision to return to the same pharmacy becomes automatic, becomes habitual. Pharmacies successful in reaching this stage have succeeded in transforming ordinary patients into loyal brand advocates. All of this originates from one simple thing: the pharmacist's willingness to take time explaining medication side effects wholeheartedly.

This study enriches understanding of how professional service quality in the healthcare sector, often measured solely from technical aspects, actually possesses communication dimensions of equal importance. Consumer loyalty models in healthcare services need to incorporate risk communication quality variables as significant determining factors. Furthermore, this study demonstrates that in high-trust services such as healthcare, moments of patient vulnerability actually constitute optimal opportunities for building long-term relationships. Practically, the implications for pharmacy managers are unequivocal. Knowledge management systems are needed that will strengthen professional commitment, thereby rendering organizations and products superior (Eddine *et al.*, 2023). Investment in communication training for pharmacists must be prioritized equally with investment in equipment and medication inventory. Second, standard operating procedures need to be designed to ensure that side effect explanations are provided consistently by all pharmacists across all shifts. Third, incentive systems need to be linked to the quality of patient interactions, not merely sales volume. Fourth, pharmacy managers need to recognize that brand reputation is built through thousands of small daily interactions, and every pharmacist serves as the frontline in building that reputation. Marketing strategies need to be adapted to target market characteristics (Putri & Darmawan, 2025). With this understanding, pharmacies can develop more sustainable business strategies with patients as the central focus.

CONCLUSION

This writing has examined in depth how the quality of medication side effect explanations provided by pharmacists functions in building pharmacy brand reputation and forming buyer confidence in reusing the same services. From the analysis conducted, it becomes clearly evident that side effect explanations are not merely administrative professional obligations but rather critical moments determining patient perceptions of overall pharmacy service quality. Explanations delivered patiently, clearly, and using language patients understand create feelings of safety and being valued. These feelings leave profound impressions subsequently shared with others, building brand reputation organically from one patient to another. Reputation built through accumulation of positive experiences becomes a competitive asset difficult for competitors to imitate. Simultaneously, each satisfactory side effect explanation interaction reinforces patient confidence that the pharmacy constitutes the right place to return to in the future. This confidence grows into loyalty resistant to temptations of low prices or promotions from other pharmacies. Pharmacist professionalism in communicating about medication risks evidently possesses dual impacts: protecting patients from medical harm while simultaneously protecting the pharmacy business

from competitive pressures.

Based on the overall discussion, several suggestions can be offered for relevant parties. For pharmacy managers, it is recommended to establish documentation systems recording side effect explanation interactions that have been conducted, not for oppressive monitoring purposes but to ensure that every patient receives their right to complete information. This system can also serve as evaluation material for continuous improvement. For individual pharmacists, it is recommended to continuously develop interpersonal communication skills, including the ability to read patient body language, employ appropriate analogies, and adapt speaking style to patient education levels. Awareness that every side effect explanation constitutes a long-term investment in one's own reputation and the pharmacy where one works needs to be cultivated. For professional associations and regulators, it is recommended to incorporate side effect communication standards as part of pharmacy service quality assessment, as well as to provide continuous training for pharmacists in risk communication skills. For future researchers, this study opens opportunities for further exploration using quantitative methods, for instance by statistically measuring relationships between side effect explanation quality and loyalty indicators such as revisit frequency and recommendation value. Research can also be expanded by comparing patient perceptions across different age groups or education levels to examine whether demographic factors moderate the relationships found. Thus, understanding of the critical role of pharmacist communication in building reputation and confidence will continue to develop and provide broader benefits for improving pharmaceutical service quality in Indonesia.

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