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**The impact of pharmaceutical services quality on building a strong relationship between pharmacists and their customers**

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**Background:** Pharmacy is an important profession in Jordan whereby it plays a vital role in providing the pharmaceutical services required for the health care of patients and it is an effective factor in the economy and development of the nation. Therefore, it is important to focus on the relationship between pharmacists and their customers through providing high quality pharmaceutical services.

**Objectives:** The current study aimed at investigating the level of pharmaceutical services quality in Jordan and its effect on building a strong relationship between pharmacists and their customers "from the pharmacist's perspective", through customers' perceived value, satisfaction, loyalty and CRM.

**Methods:** This study is a descriptive and analytical one. A self-administrated questionnaire was distributed to a convenience sample of 110 pharmacists working in public pharmacies, to measure the impact of pharmaceutical services quality on building relationship with customers.

**Results:** There is a statistically significant effect of pharmaceutical services quality on building a strong relationship between pharmacists and their customers at level ( $\alpha=0.05$ ) from one dimension (Responsiveness). There is a statistically significant effect of pharmaceutical services quality on customers' perceived value, satisfaction and loyalty at level ( $\alpha=0.05$ ). Also, there is no statistically significant effect of pharmaceutical services quality on CRM at level ( $\alpha=0.05$ ).

**Conclusion:** Pharmacies sector should focus on the quality of pharmaceutical services provided to customers as a basic standard for building a strong relationship with customers because of the direct impact of these services on customers' perceived value, satisfaction and loyalty.

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