

PERCEIVED SERVICE QUALITY IN PHARMACIES
IN ENUGU AND ONITSHA URBAN TOWNS

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ABSTRACT

Pharmacies play a unique role in the healthcare management of their customers, having the responsibility of their customers' medications and health behaviour. For many consumers the pharmacies offer the first port of call when there is a healthcare need.

Most of the healthcare consumers are usually constrained by their ignorance of the product as well as handicapped rational decision making as a result of their physical and mental well-being. They are therefore dependent on the service quality of the pharmacies for a rewarding experience. The commercialization of some pharmacies has tended to distract them from their professional role, and they begin to wonder if this does not partly contribute to the high rate of drug abuse and mis-use.

In order to assess and improve the service quality offered by the pharmacies, two basic questions had to be addressed: what is quality of service and how can it be measured? Do consumers and pharmacists perceive the quality of service differently?