

13<sup>th</sup> International Conference on  
**Pharmaceutical Education and Practice**

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### **Pharmaceutical Education and Practice System**

**Objectives:** Providing effective pharmaceutical services in pharmacies requires customers to trust pharmacists to receive information. This study tries to investigate the reasons for customers' trust in pharmacists in Iranian pharmacies.

**Method:** A cross-sectional study was conducted with a 65-item questionnaire from 420 pharmacy customers who were randomly selected from 5 regions of the country. The questionnaire included questions of technical competence, professional ethics, self-assessment and reliability of the pharmacist and pharmacy satisfaction. Its validity and reliability were determined by face analysis and retesting and data analysis by Kruskal correlation gamma method.

**Results:** The study showed that there is a significant positive relationship ( $\gamma > 0.9$ ) between ethics and satisfaction with the pharmacy. The greater the satisfaction with the professional ethics of the pharmacist, the more important was the satisfaction with the pharmacy, which is one of the most important issues in keeping the customer loyal to the pharmacy and improving the economic conditions of the pharmacy.

There was a positive and significant relationship ( $\gamma > 0.9$ ) between the level of performance and the importance of trust building. Confidence-building issues such as confidentiality, loyalty, non-conflict of interest, and benevolence on the part of the pharmacist.

**Conclusion:** This study showed that building trust between customers and pharmacists in pharmacies is very important and the current accountability of pharmacists in pharmacies is not as important as the people, so policies are expected to be done in a way that educates pharmacists. Special attention should be paid to issues related to professional ethics and other trust-building issues.



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