

ABSTRAK

ANALISIS PERSEPSI MASYARAKAT TERHADAP PERAN APOTEKER PADA LAYANAN KEFARMASIAN DI APOTEK KOTA PURWOKERTO

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Latar Belakang : Pelayanan apotek yang berubah paradigma dari *drug oriented* menjadi *patient oriented* menuntut apoteker dapat memenuhi keinginan dan selera masyarakat yang tinggi yang didasarkan standar pelayanan kefarmasian. Penelitian ini bertujuan mengetahui *general awareness*, persepsi, harapan dan pengalaman masyarakat terhadap peran apoteker dalam memberikan layanan kefarmasian di apotek Kota Purwokerto.

Metode Penelitian : Penelitian ini merupakan penelitian rancangan *cross sectional*. Penentuan sampel dilakukan *Accidental Sampling* kepada 110 pengunjung apotek. Instrumen penelitian berupa kuesioner dan dianalisis dengan analisis deskriptif.

Hasil Penelitian : Hasil penelitian menunjukkan bahwa di Kota Purwokerto, *general awareness* responden terhadap peran apoteker baik (84%), persepsi responden terhadap peran apoteker baik (76.5%), harapan responden terhadap peran apoteker baik (91%) dan pengalaman responden terhadap peran apoteker baik (83%).

Kesimpulan : Masyarakat di Kota Purwokerto menyadari peran penting apoteker sebagai tenaga profesional kesehatan, namun hasil dari harapan masyarakat, pelayanan di apotek harus lebih ditingkatkan sesuai standar pelayanan kefarmasian agar menghasilkan suatu persepsi yang tinggi terhadap apoteker sebagai tenaga profesional kesehatan.

Kata Kunci : Apotek, Persepsi, Peran Apoteker, Kota Purwokerto

ABSTRACT

ANALYSIS PERCEPTION OF GENERAL PUBLIC TOWARDS ROLE OF PHARMACIST IN PHARMACEUTICAL CARE AT PHARMACY OF PURWOKERTO CITY

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Background: Pharmacy services that change the paradigm from drug oriented to patient-oriented require pharmacists to meet the desires and tastes of the high society based on pharmaceutical service standards. This study aims to determine general awareness, perceptions, hopes, and experiences of the community towards the role of pharmacists in providing pharmaceutical care in the pharmacy of Purwokerto City.

Method: This study is a cross-sectional approach. The determination of the sample was done by accidental sampling to 110 pharmacy visitors. Instruments in this study were a questionnaire and analyzed by statistical analysis.

Result: The results showed that in Purwokerto City, respondents general awareness of the role of pharmacists was good (84%), respondents perceptions of the role of pharmacists were good (76.5%), respondents expectations of the role of pharmacists were good (91%) and respondents experience of the role of pharmacists were good (83%).

Conclusion: Communities in Purwokerto City are aware of the important role of pharmacists as health professionals, but as a result of community expectations, services in pharmacies must be further improved according to pharmacy service standards to produce a high perception of pharmacists as health professionals.

Keywords: Pharmacy, Perception, Role of Pharmacist, Purwokerto City