

Persepsi konsumen apotek terhadap pelayanan apotek di tiga kota di Indonesia

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Abstrak

Pelayanan kesehatan yang baik berperan strategis dalam perbaikan kesehatan masyarakat. Kualitas layanan farmasi dan

pelayanan kefarmasian yang lebih baik dan berorientasi pada konsumen (pasien) harus terus dikembangkan agar dapat

memenuhi kebutuhan masyarakat yang senantiasa berubah dan meningkat, disamping dapat mengurangi risiko

pengobatan. Guna meningkatkan kualitas layanan farmasi dan pelayanan kefarmasian, perlu diketahui bagaimana

persepsi konsumen apotek tentang pelayanan farmasi yang didapatkannya, dan bagaimana opini konsumen tentang

suatu apotek yang ideal. Penelitian ini mengungkapkan persepsi konsumen tiga kota (Jakarta, Yogyakarta dan

Makassar) berdasarkan dimensi tangible, keandalan dan ketanggapan pelayanan, jaminan mutu dan empati. Persepsi

konsumen dikategorisasikan sebagai ?baik? dan ?buruk?. Hasil secara keseluruhan menunjukkan 74,5% konsumen

memiliki persepsi yang baik terhadap layanan apotek meskipun pelayanan kefarmasian yang diperoleh belum

memenuhi standar farmasi komunitas. layanan apotek dan pelayanan kefarmasian masih berorientasi pada obat, belum

berorientasi pada pasien/konsumen. Pelayanan kefarmasian yang memenuhi standar farmasi komunitas (misalnya

pemberian informasi obat oleh apoteker, layanan konseling, monitoring penggunaan obat dan evaluasi pengobatan,

promosi dan edukasi kesehatan untuk pasien) belum menjadi alasan bagi konsumen untuk memilih suatu apotek.

Consumers? Perception in Pharmacy Services in Three Cities in Indonesia. Better health services have a strategic

role and take part in public health improvement (Blum, 1974). Better quality of pharmacy service and pharmaceutical

care may provide public needs and demands, ---which always change and increase ----, as well as reduce risks, and

should be improved continually and be patient (consumer) oriented. To increase the quality of pharmacy

service and pharmaceutical care, we need to know what the consumers' impression about the pharmacy services they received currently and what the ideal pharmacy is according to consumers' opinion. Consumer's impression to pharmacy services in this survey is assessed, based on tangibles dimension (physical facilities, men power etc.), reliability and responsiveness of the services, assurance and empathy. The consumer's impression is categorized as good and bad. Result: overall, 74.5% of consumers had a good impression about the pharmacy although pharmaceutical care they obtained had not yet complied with the community pharmacy standard. In three cities (Jakarta, Yogyakarta, and Makassar), pharmacy services and pharmaceutical care were still based on drug-oriented, and had not yet based on patient/consumer oriented. Pharmaceutical care which fulfilled the community pharmacy standard (such as drug information provided by pharmacist, counseling, medicine use monitoring and treatment evaluation, health promotion and education for patients), had not yet turn out to be a reason for consumers' preference of a pharmacy.