

## 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.

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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.