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TINGKAT KEPUASAN RESPONDEN TERHADAP SWAMEDIKASI DI APOTEK ENGGAL WARAS KECAMATAN BANDUNGAN

ABSTRAK

Latar Belakang : Swamedikasi adalah upaya mengobati gejala penyakit ringan yang diderita, tanpa melakukan konsultasi kepada dokter. Swamedikasi dapat menghemat waktu dan biaya pengobatan, tetapi penggunaan obat harus tepat sesuai anjuran dari seorang apoteker. Tujuan penelitian ini adalah menganalisa tingkat kepuasan responden terhadap swamedikasi dan hubungan karakteristik responden dengan tingkat kepuasan terhadap swamedikasi di apotek Enggal Waras Kecamatan Bandungan.

Metode : Penelitian ini menggunakan metode penelitian secara kuantitatif dengan pendekatan *cross sectional*. Penelitian dilakukan di Apotek Enggal Waras Kecamatan Bandungan menggunakan sebanyak 100 responden yang memenuhi kriteria inklusi dan eksklusi penelitian. Analisis data untuk mengetahui hubungan karakteristik responden terhadap tingkat kepuasan menggunakan uji *chi-square* yang diolah melalui aplikasi statistik SPSS.

Hasil : Hasil uji validitas dan reliabilitas dari kuesioner diperoleh hasil yang valid dan reliabel. Tingkat kepuasan responden dilihat dari lima dimensi yaitu dimensi ketanggapan (69,52%) , dimensi kehandalan (71,3%), dimensi jaminan (79,76%), dimensi empati (87,3%) dan dimensi bukti nyata (79,8%). Pada hasil uji hubungan karakteristik responden dengan tingkat kepuasan didapatkan jenis kelamin ($p=0,115>0,05$), usia ($0,237>0,05$), pendidikan ($0,822>0,05$) dan pekerjaan ($0,277>0,05$).

Kesimpulan : Hasil perhitungan rata – rata lima dimensi didapatkan persentase sebanyak 77,53% sehingga termasuk dalam kategori puas. Pada hasil hubungan karakteristik semua hasilnya $>0,05$, sehingga dapat disimpulkan bahwa tidak ada hubungan yang signifikan antara karakteristik responden dengan tingkat kepuasan responden di apotek Enggal Waras Jimbaran Kecamatan Bandungan.

Kata kunci : Tingkat Kepuasan, Swamedikasi, Apotek

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LEVEL OF RESPONDENT SATISFACTION TOWARDS SELF-MEDICATION AT ENGGAL WARAS PHARMACY, BANDUNGAN DISTRICT

ABSTRACT

Background : Self-medication is an effort to treat the symptoms of a mild illness you are suffering from, without consulting a doctor. Self-medication can save time and medical costs, but medication use must be appropriate according to the recommendations of a pharmacist. The aim of this research is to analyze the level of satisfaction of respondents with self-medication and the relationship between respondent characteristics and the level of satisfaction with self-medication at the Enggal Waras pharmacy, Bandung District.

Method : This research uses quantitative research methods with a cross sectional approach. The research was conducted at the Enggal Waras Pharmacy, Bandung District, using 100 respondents who met the research inclusion and exclusion criteria. Data analysis to determine the relationship between respondent characteristics and satisfaction levels used the chi-square test which was processed through the SPSS statistical application.

Result : The results of the validity and reliability tests of the questionnaire obtained valid and reliable results. The level of respondent satisfaction is seen from five dimensions, namely the responsiveness dimension (69.52%), the reliability dimension (71.3%), the guarantee dimension (79.76%), the empathy dimension (87.3%) and the real evidence dimension (79.8%). In the test results of the relationship between respondent characteristics and level of satisfaction, it was found that gender ($p=0.115>0.05$), age ($0.237>0.05$), education ($0.822>0.05$) and occupation ($0.277>0.05$).

Conclusion : The results of the average calculation of the five dimensions obtained a percentage of 77.53% so it is included in the satisfied category. In the results of the relationship between characteristics, all results were >0.05 , so it can be concluded that there is no significant relationship between respondent characteristics and the level of respondent satisfaction at the Enggal Waras Jimbaran pharmacy, Bandung District.

Keywords : Level Of Satisfaction, Self-medication, Pharmacy.