

## INTISARI

Apotek menjadi aspek penting untuk menyediakan pelayanan di bidang farmasi. Pelayanan apoteker di apotek telah mengalami perubahan dari *drug-oriented* menjadi *patient-oriented*, sehingga dibutuhkan eksistensi apoteker yang handal di mata masyarakat. Penelitian bertujuan untuk melakukan analisis secara kuantitatif mengenai pengetahuan dan persepsi masyarakat terhadap apoteker dan apotek komunitas serta pola pemanfaatan apotek komunitas di Kota Cilegon.

Penelitian kuantitatif dilakukan secara *cross-sectional* dengan teknik pengambilan sampel berupa *convenience sampling* menggunakan kuesioner daring yang terdiri dari karakteristik sosiodemografi, pengetahuan tentang apoteker dan apotek, persepsi terhadap apoteker di apotek, dan pola pemanfaatan apotek. responden yang terlibat sejumlah 103 responden dengan usia lebih dari 18 tahun dan bertempat tinggal di Kota Cilegon. Penelitian dilakukan dari Bulan Oktober hingga November 2021. Analisis hubungan antara karakteristik responden, pengetahuan, persepsi, dan pola pemanfaatan apotek diuji menggunakan uji statistik Kruskal-Wallis, Mann-Whitney, Chi square, dan Spearman's rho.

Hasil penelitian menunjukkan bahwa masyarakat Kota Cilegon memiliki pengetahuan tinggi (75,73%) dan persepsi positif (63,11%). Terdapat hubungan antara usia ( $p=0,002$ ), pendidikan terakhir ( $p<0,001$ ), pekerjaan ( $p=0,006$ ), dan anggota BPJS ( $p=0,014$ ) dengan pengetahuan mengenai apoteker dan apotek. Tidak terdapat hubungan antara karakteristik responden dengan persepsi terhadap apoteker di apotek dan frekuensi ke apotek. Terdapat hubungan antara pekerjaan ( $p=0,035$ ) dengan konsultasi penyakit ringan. Tidak terdapat hubungan antara pengetahuan dengan persepsi, pengetahuan dengan frekuensi ke apotek dan konsultasi penyakit ringan, persepsi dengan frekuensi ke apotek, dan persepsi dengan konsultasi penyakit ringan.

**Kata kunci** : pengetahuan, persepsi, pola pemanfaatan, apoteker.

## ABSTRACT

*Community pharmacy is an important aspect to provide services in the pharmaceutical sector. Pharmacist services in pharmacies have changed from drug-oriented to patient-oriented so that the existence of reliable pharmacists is needed in the eyes of the community. This study aims to conduct a quantitative analysis of the knowledge and perceptions of the community towards pharmacists and community pharmacies as well as the pattern of use of community pharmacies in Cilegon City.*

*Quantitative research was conducted in a cross-sectional approach with convenience sampling as the sampling technique using an online questionnaire consisting of sociodemographic characteristics, knowledge of pharmacists and pharmacies, perceptions of pharmacists in pharmacies, and patterns of pharmacy utilization. The respondents involved were 103 respondents with the age of more than 18 years and residing in Cilegon City. The study was conducted from October to November 2021. Analysis of the relationship between respondent characteristics, knowledge, perceptions, and patterns of pharmacy utilization was tested using the Kruskal-Wallis, Mann-Whitney, Chi-square, and Spearman's rho statistical tests.*

*The results showed that respondents had high knowledge (75.73%) and positive perceptions (63.11%). There is a relationship between age ( $p=0.002$ ), last education ( $p<0.001$ ), occupation ( $p=0.006$ ), and BPJS members ( $p=0.014$ ) with knowledge of pharmacists and pharmacies. There is no relationship between the characteristics of respondents with the perception of pharmacists in pharmacies and the frequency of visits to pharmacies. There is a relationship between occupation ( $p=0.035$ ) and consultation with minor illnesses. There is no relationship between knowledge and perception, knowledge with a frequency of going to the pharmacy and consultation for minor illnesses, perception with the frequency of visiting the pharmacy, and perception with consulting for minor illnesses.*

**Keyword:** *knowledge, perception, utilization pattern, pharmacist.*