

INTISARI

Persepsi masyarakat faktor penting untuk membantu apotek dan apoteker mengembangkan perannya dalam pelayanan kesehatan. Pengetahuan & persepsi masyarakat terhadap apotek dan apoteker memengaruhi eksistensi apotek & apoteker. Penelitian untuk mengetahui hubungan antara tingkat pengetahuan & karakteristik masyarakat, persepsi dan pemanfaatan masyarakat terhadap apoteker dan apotek di Kabupaten Sragen. Penelitian kuantitatif dilakukan secara *cross-sectional* menggunakan kuesioner secara daring. Jumlah partisipan sebanyak 119 dengan usia >18 tahun & tempat tinggal di Kabupaten Sragen. Sampel penelitian dilakukan secara *convenience sampling*, data hasil penelitian kuantitatif dianalisis secara deskriptif. Lalu dilihat hubungan karakteristik partisipan dengan tingkat pengetahuan, persepsi, dan pemanfaatan apotek & apoteker menggunakan uji statistik *Kruskal Wallis*, *Chi-Square*, *Mann Whitney* dan *Spearman*. Penelitian dilakukan Oktober 2021-Januari 2022. Hasil analisis pengetahuan dan persepsi partisipan tinggi terhadap apotek serta apoteker. Hasil analisis pemanfaatan pada alasan terbanyak partisipan mengunjungi apotek untuk mendapatkan obat tanpa resep. Hasil uji statistik tidak terdapat hubungan antara karakteristik sosiodemografi dengan pengetahuan dan pola pemanfaatan apotek dan apoteker. Terdapat hubungan antara karakteristik sosiodemografi yaitu usia dengan persepsi seseorang. Tidak terdapat hubungan antara tingkat pengetahuan dengan persepsi partisipan, Tidak terdapat hubungan antara tingkat pengetahuan dengan pola pemanfaatan apotek. Tidak terdapat hubungan antara persepsi dengan pola pemanfaatan apotek.

Kata Kunci: Apotek, Apoteker, Pengetahuan, Persepsi

ABSTARCT

Public perception is an important factor to help pharmacies and pharmacists develop their role in health services. Knowledge & public perception of pharmacies and pharmacists affect the existence of pharmacies & pharmacists. The research was to determine the relationship between the level of knowledge & characteristics of the community, perception, & knowledge of the community towards pharmacists and pharmacies in Sragen Regency. Quantitative research was conducted in a cross-sectional manner using an online questionnaire. The number of participants was 119 with age > 18 years & their place of residence in Sragen Regency. The research sample was carried out by convenience sampling, the data from quantitative research were analyzed descriptively. Then seen the relationship between participant characteristics and the level of knowledge, perception, and utilization of pharmacies & pharmacists used the Statistical test of Kruskal Wallis, Chi-Square, Mann Whitney and Spearman statistical tests. The study was conducted October 2021-January 2022. The results of participant analysis were high on knowledge, perceptions of pharmacies and pharmacists. The results of the utilization analysis on the reasons most participants visited the pharmacy to get drugs without a prescription. The results of statistical tests there was no relationship between sociodemographic characteristics with knowledge and patterns of utilization of pharmacies and pharmacists. There was relationship between sociodemographic characteristics, namely age and one's perception. There was no relationship between the level of knowledge with the perception of participants, there was no relationship between the level of knowledge with the pattern of use of the pharmacy. There was no relationship between perception and pattern of pharmacy utilization.

Keywords: Pharmacist, Pharmacist, Knowledge, Perception