

INTISARI

Berdasarkan PMK No. 74 tahun 2016 tentang Standart Pelayanan Kefarmasian di Puskesmas, konseling merupakan salah satu pelayanan farmasi klinis yang dilakukan oleh apoteker di puskesmas. Konseling obat di puskesmas Kabupaten Ngawi dilakukan oleh apoteker dan tenaga kefarmasian. Penelitian ini bertujuan mengetahui *willingness to pay* pelayanan konseling apoteker, hubungan karakteristik sosiodemografi dengan *willingness to pay*, tingkat pengetahuan dan kepuasan terhadap *willingness to pay*.

Desain penelitian ini adalah observasional analitik dengan rancangan *cross sectional*. Subyek penelitian ini melibatkan pasien rawat jalan di 10 Puskesmas Kabupaten Ngawi yang telah mendapatkan konseling obat. Data diambil dengan kuesioner kepada pasien rawat jalan menggunakan kuesioner karakteristik sosiodemografi, pengetahuan, kepuasan, dan *willingness to pay*. Uji statistik untuk menganalisa hubungan antar variabel menggunakan *chi square*, sedangkan untuk menganalisa perbedaan rata-rata *willingness to pay* antar karakteristik sosiodemografi menggunakan *Mann-Whitney U*.

Penelitian ini melibatkan 204 responden didominasi oleh usia <35 tahun (52,9%) dan memiliki pengalaman konseling (83,3%). Tingkat pengetahuan responden rendah sebesar 48,04% dan tinggi sebesar 51,95%. Responden merasa puas sebesar 48,53%, merasa tidak puas sebesar 51,47%. Responden bersedia membayar jasa pelayanan konseling apoteker rendah (< Rp 15.000) sebesar 42,1% dan bersedia membayar tinggi (\geq Rp 15.000) sebesar 57,84%. Rata-rata (\pm SD) kemauan membayar pelayanan konseling apoteker pada pasien rawat jalan di puskesmas Kabupaten Ngawi sebesar Rp 15.863,95 (\pm Rp 6.064,31). Terdapat hubungan signifikan karakteristik sosiodemografi dengan *willingness to pay* pada jarak rumah ke puskesmas dengan riwayat penyakit kronis. Terdapat hubungan signifikan karakteristik sosiodemografi dengan tingkat pengetahuan pada alamat, pendidikan terakhir, dan pendapatan. Terdapat hubungan signifikan antara karakteristik sosiodemografi dengan kepuasan pada usia, pendidikan terakhir, dan pengalaman mendapatkan konseling. Serta terdapat perbedaan rata-rata nilai *willingness to pay* pada karakteristik sosiodemografi kelompok usia, pendidikan terakhir, dan riwayat penyakit kronis.

Kata kunci : Willingness to Pay, Konseling Apoteker, Pasien Rawat Jalan, Puskesmas

ABSTRACT

Based on PMK No. 74 of 2016 regarding the Standard of Pharmaceutical Services in Community Health Centers (Puskesmas), counseling is one of the clinical pharmacy services provided by pharmacists at these centers. In Ngawi Regency, drug counseling is conducted by pharmacists and pharmaceutical staff. This study aims to determine the willingness to pay for pharmacist counseling services, the relationship between sociodemographic characteristics and willingness to pay, knowledge levels, and satisfaction concerning willingness to pay.

The research design is an observational analytic study with a cross-sectional design. The subjects of this study involve outpatients from 10 Puskesmas in Ngawi Regency who have received drug counseling. Data were collected through questionnaires administered to outpatients, using questionnaires on sociodemographic characteristics, knowledge, satisfaction, and willingness to pay. Statistical tests to analyze the relationships between variables used the chi-square test, while differences in mean willingness to pay across sociodemographic characteristics were analyzed using the Mann-Whitney U test.

This study involved 204 respondents, predominantly aged under 35 years (52.9%), with prior counseling experience (83.3%). The level of knowledge among respondents was low at 48.04% and high at 51.95%. Respondents reported satisfaction at 48.53% and dissatisfaction at 51.47%. A low willingness to pay for pharmacist counseling services (< IDR 15,000) was reported by 42.1%, while 57.84% were willing to pay higher (\geq IDR 15,000). The average willingness to pay for pharmacist counseling services among outpatients in Ngawi Regency was IDR 15,863.95 (\pm IDR 6,064.31). There was a significant relationship between sociodemographic characteristics and willingness to pay based on the distance from home to the Puskesmas and the history of chronic illness. Significant relationships were also found between sociodemographic characteristics and knowledge levels based on address, highest education level, and income. Additionally, significant relationships were observed between sociodemographic characteristics and satisfaction concerning age, highest education level, and counseling experience. There were also differences in the average willingness to pay across sociodemographic characteristics including age group, highest education level, and history of chronic illness.

Keywords: Willingness to Pay, Pharmacist Counseling, Outpatients, Puskesmas