

ABSTRAK

Pengaruh Pengetahuan Dan Mutu Pelayanan Obat Bebas Terbatas Terhadap Kepuasan Konsumen Di Apotek Manggana Kedungwuni Pekalongan

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Latar Belakang: Perkembangan pesat ilmu kefarmasian telah menggeser orientasi pelayanan dari *drug-oriented* menjadi *patient-oriented (pharmaceutical care)*, menuntut tenaga kefarmasian untuk memberikan pelayanan komprehensif. Namun, di Indonesia, pemahaman masyarakat, termasuk konsumen obat bebas terbatas (OBT), tentang penggunaan obat rasional masih kurang, berpotensi menimbulkan risiko efek samping atau kegagalan terapi. Pra-survei di Apotek Manggana Kedungwuni Pekalongan menunjukkan konsumen sering tidak mengetahui siapa yang melayani mereka dan informasi obat yang diberikan kurang detail. Kondisi ini menyoroti pentingnya edukasi apoteker dan mutu pelayanan dalam membentuk kepuasan konsumen. Tujuan Penelitian: Penelitian ini bertujuan untuk menganalisis pengaruh pengetahuan konsumen dan mutu pelayanan obat bebas terbatas terhadap kepuasan konsumen di Apotek Manggana Kedungwuni Pekalongan. Metode Penelitian: Penelitian ini menggunakan metode kuantitatif dengan desain cross-sectional study. Populasi penelitian adalah seluruh pasien yang berkunjung dan membeli obat di Apotek Manggana Kedungwuni Pekalongan pada Januari-Februari 2024, berjumlah 2.360 pasien. Jumlah sampel dihitung menggunakan rumus Slovin, menghasilkan 338 responden yang dipilih melalui teknik purposive sampling. Data primer dikumpulkan melalui kuesioner dan wawancara. Instrumen penelitian (kuesioner pengetahuan, mutu pelayanan, dan kepuasan) telah diuji validitas dan reliabilitasnya. Analisis data dilakukan menggunakan statistik deskriptif (univariat) dan regresi linear berganda (uji t dan uji F) dengan bantuan aplikasi SPSS. Hasil: Tingkat Pengetahuan Konsumen: Mayoritas responden memiliki tingkat pengetahuan "Cukup Baik" (53,0%), menunjukkan pemahaman yang memadai namun masih perlu peningkatan edukasi. Mutu Pelayanan: Persepsi mutu pelayanan cenderung "Baik" (51,2%), mengindikasikan pelayanan yang sudah memenuhi harapan konsumen. Tingkat Kepuasan Konsumen: Mayoritas konsumen menyatakan tingkat kepuasan "Baik" (65,1%), mencerminkan kepuasan terhadap pelayanan yang diberikan. Pengaruh Pengetahuan dan Mutu Pelayanan: Secara parsial, pengetahuan konsumen (Sig. = 0,000; t-hitung = 5,116) dan mutu pelayanan (Sig. = 0,000; t-hitung = 17,888) berpengaruh positif dan signifikan terhadap kepuasan konsumen. Secara simultan, pengetahuan dan mutu pelayanan (F-hitung = 614,352; Sig. = 0,000) juga berpengaruh signifikan terhadap kepuasan konsumen. Koefisien regresi menunjukkan mutu pelayanan (1,574) memiliki kontribusi yang lebih besar terhadap kepuasan dibandingkan pengetahuan (0,804).

Kata Kunci: Pengetahuan, mutu pelayanan, kepuasan, konsumen obat bebas terbatas.

ABSTRACT

THE INFLUENCE OF KNOWLEDGE AND SERVICE QUALITY OF LIMITED OVER-THE-COUNTER DRUGS ON CONSUMER SATISFACTION AT APOTEK MANGGANA KEDUNGWUNI PEKALONGAN IN 2025

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Background: The rapid development of pharmaceutical science has shifted the orientation of pharmaceutical services from drug-oriented to patient-oriented (pharmaceutical care), demanding comprehensive services from pharmaceutical personnel. However, in Indonesia, public understanding, including consumers of limited over-the-counter (OTC) drugs, regarding rational drug use is still lacking, potentially leading to adverse effects or therapeutic failures. A pre-survey at Apotek Manggana Kedungwuni Pekalongan indicated that consumers often do not know who is serving them, and the drug information provided is often not detailed. This highlights the critical importance of pharmacist education and service quality in shaping consumer satisfaction. Research Objective: This study aims to analyze the influence of consumer knowledge and service quality of limited over-the-counter drugs on consumer satisfaction at Apotek Manggana Kedungwuni Pekalongan. Research Methods: This research employed a quantitative method with a cross-sectional study design. The study population consisted of all patients who visited and purchased drugs at Apotek Manggana Kedungwuni Pekalongan from January to February 2024, totaling 2,360 patients. The sample size was calculated using the Slovin formula, resulting in 338 respondents, selected through a purposive sampling technique. Primary data were collected via questionnaires and interviews. The research instruments (questionnaires for knowledge, service quality, and satisfaction) underwent validity and reliability testing. Data analysis was performed using descriptive statistics (univariate) and multiple linear regression (t-test and F-test) with the aid of SPSS software. Results: Consumer Knowledge Level: The majority of respondents had a "Good Enough" knowledge level (53.0%), indicating adequate understanding but still a need for improved education. Service Quality: The perception of service quality tended to be "Good" (51.2%), indicating that the service quality met consumer expectations. Consumer Satisfaction Level: The majority of consumers reported "Good" satisfaction (65.1%), reflecting satisfaction with the services provided. Influence of Knowledge and Service Quality: Partially, both consumer knowledge (Sig. = 0.000; t-count = 5.116) and service quality (Sig. = 0.000; t-count = 17.888) had a positive and significant influence on consumer satisfaction. Simultaneously, knowledge and service quality (F-count = 614.352; Sig. = 0.000) also significantly influenced consumer satisfaction. Regression coefficients showed that service quality (1.574) contributed more significantly to satisfaction than knowledge (0.804).

Keywords: Knowledge, service quality, satisfaction, limited over-the-counter drug consumers.