

ABSTRAK

Nama : Laily Windi Lathifah
Program Studi : Farmasi
Judul : Pengetahuan, Sikap, Dan Perilaku Masyarakat Dalam Memilih Obat Yang Aman Di Apotek K-24 Cikajang

Pemilihan obat yang aman juga menjadi titik kritis terutama di era teknologi ini, masih beredar obat-obat yang tidak mendapat izin regulasi BPOM karena tidak aman digunakan untuk masyarakat. Tingkat kesadaran masyarakat Indonesia berkaitan dengan pemilihan obat aman terbilang masih rendah. Penelitian ini bertujuan untuk menilai Pengetahuan, Sikap, dan Perilaku masyarakat dalam memilih obat yang aman di Apotek K-24 Cikajang. Penelitian bersifat deskriptif kuantitatif dengan metode survei dan pendekatan *cross-sectional*. Jumlah sampel sebanyak 435 responden. Instrumen penelitian berupa kuesioner yang berisi informasi terkait demografi, pengetahuan, sikap, dan perilaku. Data hasil survei diukur dengan program olah data statistik (SPSS). Hasil penelitian menunjukkan bahwa responden berjenis kelamin terbanyak yaitu perempuan (70,80%). Usia responden terbanyak yaitu 17 – 25 tahun (51.50%), mayoritas berpendidikan akhir SMA (49%), dan berstatus bekerja sebagai pegawai swasta (42.53%). Tingkat pengetahuan tinggi (45,3%), sedang (27,6%), dan rendah (27,1%). Tingkat perilaku baik (53,3%), cukup (33,3%) dan kurang baik (13,3%). Parameter sikap yang kurang baik (12,2%), cukup (7,6%) dan baik (80,2%). Terdapat hubungan antara tingkat pengetahuan pengobatan dengan sikap masyarakat, didapatkan hasil nilai sig. sebesar $0,001 < 0,05$. Terdapat hubungan antara tingkat pengetahuan pengobatan dengan perilaku masyarakat dalam pemilihan obat yang aman. Didapatkan hasil nilai sig. sebesar $0,009 < 0,05$.

Kata Kunci : Apotek, Pengetahuan, Perilaku, Sikap, Swamedikasi

ABSTRACT

Name : Laily Windi Lathifah

Study Program : Pharmacy

Judul : Knowledge, Attitudes, and Behaviour Of The Community In Choosing Safe Medicines At K-24 Cikajang Pharmacy

The selection of safe drugs is also a critical point, especially in this technological era, where drugs are still circulating that do not have BPOM regulatory permits because they are not safe for use by the public. The level of awareness of the Indonesian people regarding the selection of safe drugs is still relatively low. This study aims to assess the Knowledge, Attitudes, and Behavior of the community in choosing safe drugs at the K-24 Cikajang Pharmacy. This research is a quantitative descriptive research using a survey method and a cross-sectional approach. The number of samples is 435 respondents. The research instrument was a questionnaire containing information related to demographics, knowledge, attitudes and behavior. Survey data was measured using a statistical data processing program (SPSS). The results showed that the majority of respondents were women (70.80%). Most of the respondents were aged 17-25 years (51.50%), the majority had high school education (49%), and were working as private employees (42.53%). The level of knowledge is high (45.3%), moderate (27.6%), and low (27.1%). The level of good behavior (53.3%), sufficient (33.3%) and not good (13.3%). Attitude parameters are not good (12.2%), enough (7.6%) and good (80.2%). There is a relation between the level of medical knowledge and people's attitudes, the results obtained are sig. equal to $0,001 < 0,05$. There is a relation between the level of medical knowledge and people's behavior in selecting safe drugs. The sig value is obtained equal to $0,009 < 0,05$.

Keywords: Attitudes, Behaviour, Knowledge, Pharmacy, Self-Medication