

Nama : Amir Syaifulloh Ardiyanto
program Studi : Farmasi
Judul : ANALISIS TINGKAT KEPUASAN KONSUMEN TERHADAP
KUALITAS PELAYANAN OBAT TANPA RESEP
(SWAMEDIKASI) DI APOTEK ANDA

**ANALISIS TINGKAT KEPUASAN KONSUMEN TERHADAP KUALITAS
PELAYANAN OBAT TANPA RESEP (SWAMEDIKASI) DI APOTEK ANDA**

ABSTRAK

Pelayanan obat tanpa resep merupakan pelayanan kepada pasien yang ingin melakukan pengobatan sendiri, dikenal dengan swamedikasi. Dalam standar pelayanan farmasi klinis di apotek disebutkan bahwa apoteker di apotek dapat melayani obat non resep atau pelayanan swamedikasi. Bagaimanakah tingkat kepuasan pasien terhadap kualitas pelayanan obat tanpa resep (swamedikasi) di Apotek Anda. Mengetahui gambaran kepuasan pasien terhadap tingkat kualitas pelayanan obat tanpa resep, sehingga dapat meningkatkan kualitas pelayanan kefarmasian di Apotek Anda yang dilakukan oleh apoteker. Pendekatan yang dilakukan dalam kepuasan pasien terhadap pelayanan obat tanpa resep (swamedikasi) pada penelitian ini dengan cara pengisian kuesioner oleh konsumen yang datang dan mendapatkan pelayanan di Apotek Anda. Penelitian total keseluruhan penilaian kepuasan konsumen terhadap dimensi fasilitas penilaian teratas pada penilaian rendah, dengan jumlah responden 60 (60.2 %), sedangkan penilaian terbawah pada penilaian tinggi dengan jumlah responden 41 orang (39.8 %). Dari penilaian keseluruhan semua aspek dengan total responden 103 orang, penilaian rendah mendapatkan penilaian teratas dengan jumlah responden 59 orang (57,3 %), apoteker dan TTK harus memperbaiki setiap aspek kepuasan konsumen terhadap pelayanan obat tanpa resep (swamedikasi).

Kata kunci : **Kepuasan Konsumen, Pelayanan Swamedikasi, Farmasi Klinis,
Apotek, TTK (Tenaga Teknis Kefarmasian), Apoteker.**

Name : Amir Syaifulloh Ardiyanto
Study Program : Pharmacy
Title : ANALYZE THE LEVEL OF CONSUMER SATISFACTION
WITH THE QUALITY OF NON-PRESCRIPTION DRUG
SERVICE (SELF-SUFFICIENCY) IN YOUR PHARMACY

**ANALYZE THE LEVEL OF CONSUMER SATISFACTION WITH THE
QUALITY OF NON-PRESCRIPTION DRUG SERVICE (SELF-SUFFICIENCY)
IN YOUR PHARMACY**

ABSTRACT

Non-prescription drug services are services to patients who want to self-medicate, known as self-medication. In the standard of clinical pharmacy services at pharmacies, it is stated that pharmacists in pharmacies can serve non-prescription drugs or self-medication services. What is the level of patient satisfaction with the quality of non-prescription drug services (self-medication) at your pharmacy. pharmacy services at your pharmacy carried out by pharmacists. The approach taken in patient satisfaction with non-prescription drug services (self-medication) in this study was by filling out questionnaires by consumers who came and received services at your pharmacy. The research totals the overall assessment of consumer satisfaction on the dimensions of the facility, the top rating is low, with a total of 60 respondents (60.2%), while the lowest rating is high with a total of 41 respondents (39.8%) From the overall assessment of all aspects with a total of 103 respondents, low ratings get the top rating with the number of respondents 59 people (57.3%), pharmacists and TTK must improve every aspect of consumer satisfaction with drug services without a prescription (self-medication).

Keywords: Consumer Satisfaction, Self-Efficacy Services, Clinical Pharmacy, Pharmacy, TTK (Pharmaceutical Technical Personnel), Pharmac