

ABSTRAK

Swamedikasi merupakan praktik seorang individu dapat mengobati gejala penyakit atau keluhan kesehatan secara mandiri tanpa berkonsultasi terlebih dahulu dengan dokter. Berdasarkan PERMENKES RI No. 73 tahun 2016 tentang Standar Pelayanan Kefarmasian di Apotek menyatakan bahwa seorang apoteker bertanggung jawab untuk melayani obat non resep atau pelayanan swamedikasi. Kepuasan pasien merupakan salah satu indikator keberhasilan pelayanan yang diberikan di apotek. Penelitian ini bertujuan untuk mengukur hubungan pelayanan swamedikasi terhadap kepuasan pasien di Apotek kelurahan Maguwoharjo, Sleman, Yogyakarta. Penelitian ini merupakan penelitian dengan desain observasional analitik dengan desain *cross sectional*. Jumlah responden dalam penelitian ini berjumlah 120 pasien yang menerima pelayanan swamedikasi di apotek kelurahan Maguwoharjo, Sleman, Yogyakarta. Instrumen yang digunakan dalam penelitian ini adalah kuesioner. Data dianalisis menggunakan uji statistik Somers'D untuk mengetahui hubungan pelayanan swamedikasi terhadap kepuasan pasien dimana dikatakan memiliki hubungan yang bermakna jika nilai *p-value* <0,05. Hasil penelitian menunjukkan bahwa pelayanan swamedikasi yang diberikan masuk dalam kategori sangat baik (79,45%), dan kepuasan pasien terhadap pelayanan swamedikasi yang diberikan masuk dalam kategori sangat puas (81,50%). Terdapat hubungan yang signifikan antara kualitas pelayanan swamedikasi dengan kepuasan pasien swamedikasi di apotek kelurahan Maguwoharjo, Sleman, Yogyakarta (*p-value* <0,001), dengan kekuatan korelasi ($r = 0,536$).

Kata Kunci: Swamedikasi, kepuasan pasien, *servqual*, apotek.

ABSTRACT

The term "self-medication" is used to describe the practice of an individual treating symptoms of disease or health complaints independently, without first consulting a medical professional. In accordance with PERMENKES RI No. 73 of 2016 concerning Pharmaceutical Service Standards in Pharmacies, the responsibility for the provision of non-prescription drugs or self-medication services is that of the pharmacist. Patient satisfaction serves as an indicator of the success of the services provided at the pharmacy. The objective of this study is to ascertain the relationship between the provision of self-medication services and patient satisfaction at the Pharmacy of Maguwoharjo village in Sleman, Yogyakarta. This research employs an analytical observational design with a cross-sectional approach. A total of 120 patients who had received self-medication services at the Pharmacy of Maguwoharjo village in Sleman, Yogyakarta, were included in the study. A questionnaire was used as the instrument for data collection. The effect of self-medication services on patient satisfaction was determined using the Somers' D statistical test, with a p-value of less than 0.05 indicating a significant effect. The results demonstrated that the self-medication services provided were of an exemplary standard, with a rating of 79.45% in the very good category and a patient satisfaction rating of 81.50% in the very satisfied category. A significant relationship was identified between the quality of self-medication services and patient satisfaction with self-medication at the Pharmacy of Maguwoharjo village in Sleman, Yogyakarta (p-value <0.001), with a correlation strength ($r = 0.536$).

Keywords: *Self-medication, patient satisfaction, servqual, pharmacy.*