

ABSTRAK

Perkembangan teknologi dan informasi memberikan kemajuan di bidang kefarmasian yaitu dengan adanya apotek *online*. Hal ini memerlukan adanya penilaian terhadap kualitas pelayanan kefarmasian dengan mengukur tingkat kepuasan. Penelitian ini bertujuan untuk menganalisis hubungan antara tingkat kepuasan pengguna apotek *online* terhadap pelayanan informasi dan pembelian obat dengan jenis kelamin, usia, dan pekerjaan pengguna. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian observasional analitik menggunakan pendekatan *cross sectional*. Pada penelitian ini, responden yang dipilih adalah masyarakat Padukuhan Krodan, Kelurahan Maguwoharjo, Kecamatan Depok, Kabupaten Sleman dengan rentang usia 18 – 45 tahun. Perhitungan sampel akan dihitung dengan rumus *Slovin* dan ditemukan hasil yaitu 100 responden dan ditambahkan 10% untuk menghindari *drop out* sampel, sehingga total responden yaitu 110 responden. Alat atau instrumen yang digunakan pada penelitian ini yaitu kuesioner. Analisis data yang digunakan adalah analisis statistik korelasi, uji normalitas, dan uji *Somers' d*. Hasil yang diperoleh dari analisis tingkat kepuasan pelayanan informasi obat, yaitu kategori “Sangat Tidak Puas” sebanyak 1% (1 responden), kategori “Tidak Puas” sebanyak 4% (4 responden), kategori “Netral” sebanyak 54% (59 responden), kategori “Puas” sebanyak 28% (31 responden), dan kategori “Sangat Puas” sebanyak 13% (14 responden). Hasil yang diperoleh dari analisis tingkat kepuasan pembelian obat, yaitu kategori “Sangat Tidak Puas” sebanyak 1% (1 responden), kategori “Tidak Puas” sebanyak 4% (4 responden), kategori “Netral” sebanyak 51% (56 responden), kategori “Puas” sebanyak 28% (31 responden), dan kategori “Sangat Puas” sebanyak 16% (18 responden). Berdasarkan hasil uji korelasi yang telah dilakukan, diketahui bahwa tidak terdapat hubungan yang signifikan antara karakteristik dengan kepuasan pelayanan informasi obat maupun pembelian obat.

Kata Kunci : pengguna apotek *online*, tingkat kepuasan, pelayanan informasi obat, pembelian obat

ABSTRACT

The development of technology and information provides progress in the field of pharmacy, namely with the existence of online pharmacies. This requires an assessment of the quality of pharmaceutical services by measuring the level of satisfaction. This study aims to analyze the relationship between the level of satisfaction of online pharmacy users with information services and drug purchases with gender, age, and occupation of users. The type of research used in this study is analytical observational research using a cross-sectional approach. In this study, the respondents selected were the people of Krodan Hamlet, Maguwoharjo Village, Depok District, Sleman Regency with an age range of 18-45 years. The sample calculation will be calculated using the Slovin formula and the results found are 100 respondents and 10% added to avoid sample drop out, so that the total respondents are 110 respondents. The tool or instrument used in this study is a questionnaire. Data analysis used is correlation statistical analysis, normality test, and Somers'd test. The results obtained from the analysis of the level of satisfaction with drug information services, namely the category "Very Dissatisfied" as much as 1% (1 respondent), the category "Dissatisfied" as much as 4% (4 respondents), the category "Neutral" as much as 54% (59 respondents), the category "Satisfied" as much as 28% (31 respondents), and the category "Very Satisfied" as much as 13% (14 respondents). The results obtained from the analysis of the level of satisfaction with drug purchases, namely the category "Very Dissatisfied" as much as 1% (1 respondent), the category "Dissatisfied" as much as 4% (4 respondents), the category "Neutral" as much as 51% (56 respondents), the category "Satisfied" as much as 28% (31 respondents), and the category "Very Satisfied" as much as 16% (18 respondents). Based on the results of the correlation test that has been carried out, it is known that there is no significant relationship between characteristics and satisfaction with drug information services or drug purchases.

Keywords: Online pharmacy users, satisfaction, drug information, drug purchases