

INTISARI

Pengelolaan operasional apotek yang masih mengandalkan sistem konvensional dan semi-manual seringkali menimbulkan berbagai permasalahan, seperti ketidakakuratan pencatatan transaksi, keterlambatan pembaruan data stok, serta rendahnya efisiensi pelayanan. Kondisi ini berpotensi menyebabkan ketidaksesuaian antara stok fisik dan data sistem, meningkatnya risiko kekosongan obat, serta terhambatnya proses pelayanan kepada pasien. Selain itu, keterbatasan akses sistem yang tidak terintegrasi juga menghambat proses pengambilan keputusan manajerial secara cepat dan tepat. Permasalahan tersebut juga ditemukan pada salah satu apotek swasta di Kabupaten Gianyar, yaitu Apotek Harum Krisna, yang mengalami kendala dalam pengelolaan transaksi dan persediaan. Penelitian ini bertujuan untuk mengevaluasi pengaruh penggunaan aplikasi POS Farmacare terhadap rata-rata jumlah transaksi, rata-rata besaran transaksi, dan total omset per bulan di Apotek Harum Krisna Kabupaten Gianyar, Bali.

Penelitian ini merupakan penelitian kuasi eksperimental dengan rancangan *One-Group Pretest-Posttest Design without Control*. Data yang digunakan berupa data sekunder dari transaksi penjualan apotek selama 6 bulan sebelum dan 6 bulan sesudah implementasi aplikasi POS Farmacare. Data sebelum implementasi diambil dari periode Mei–Oktober 2023 menggunakan aplikasi POS desktop, sedangkan data sesudah implementasi diambil dari periode November 2023–April 2024 menggunakan aplikasi POS Farmacare. Variabel yang dianalisis meliputi rata-rata jumlah transaksi, rata-rata besaran transaksi, dan total omset per bulan. Berdasarkan hasil uji normalitas menggunakan metode *Shapiro-Wilk*, terdapat satu data yang tidak terdistribusi normal yaitu rata-rata jumlah transaksi dengan nilai signifikansi 0,042 ($p < 0,05$). Oleh karena itu, analisis lanjutan dilakukan menggunakan uji *Wilcoxon Signed-Rank Test* untuk variabel tersebut, sedangkan untuk variabel dengan distribusi normal digunakan uji *Paired Sample T-Test*.

Hasil penelitian menunjukkan bahwa setelah penerapan aplikasi POS Farmacare terjadi peningkatan rata-rata jumlah transaksi dengan persentase sebesar 5% ($p = 0,028$) dan peningkatan omset bulanan dengan persentase sebesar 14,5% ($p = 0,032$), sedangkan rata-rata besaran transaksi mengalami persentase peningkatan sebesar 10,6% namun tidak signifikan secara statistik ($p = 0,065$). Dengan demikian dapat disimpulkan bahwa penggunaan aplikasi POS Farmacare memberikan pengaruh terhadap peningkatan kinerja penjualan di Apotek Harum Krisna, khususnya pada jumlah transaksi dan omset bulanan. Implementasi aplikasi POS berbasis web dapat menjadi salah satu strategi untuk meningkatkan efisiensi operasional dan mendukung pengambilan keputusan manajerial di apotek.

Kata kunci: *Point of Sale*, Farmacare, Jumlah Transaksi, Besaran Transaksi, Omset Apotek

ABSTRACT

The operational management of pharmacies that still relies on conventional and semi-manual systems often leads to various problems, such as inaccurate transaction recording, delays in stock data updates, and low service efficiency. This condition has the potential to cause discrepancies between physical stock and system data, increase the risk of drug shortages, and hinder the service process for patients. In addition, limited access to non-integrated systems also hampers fast and accurate managerial decision-making. These issues were also found in a private pharmacy in Gianyar Regency, namely Harum Krisna Pharmacy, which experiences difficulties in managing transactions and inventory. This study aims to evaluate the effect of using the Farmacare POS application on the average number of transactions, the average transaction value, and total monthly revenue at Harum Krisna Pharmacy in Gianyar Regency, Bali.

This research is a quasi-experimental study using a One-Group Pretest–Posttest Design without Control. The data used are secondary data from pharmacy sales transactions for 6 months before and 6 months after the implementation of the Farmacare POS application. Data prior to implementation were taken from the period May–October 2023 using a desktop POS application, while data after implementation were taken from the period November 2023–April 2024 using the Farmacare POS application. The variables analyzed include the average number of transactions, the average transaction value, and total monthly revenue. Based on the results of the normality test using the Shapiro–Wilk method, one variable was not normally distributed, namely the average number of transactions with a significance value of 0.042 ($p < 0.05$). Therefore, further analysis for this variable was conducted using the Wilcoxon Signed-Rank Test, while variables with normal distribution were analyzed using the Paired Sample T-Test.

The results of the study indicate that after the implementation of the Farmacare POS application, there was an increase in the average number of transactions by 5% ($p = 0.028$) and an increase in monthly revenue by 14.5% ($p = 0.032$), while the average transaction value increased by 10.6% but was not statistically significant ($p = 0.065$). It can therefore be concluded that the use of the Farmacare POS application has an effect on improving sales performance at Harum Krisna Pharmacy, particularly in terms of the number of transactions and monthly revenue. The implementation of a web-based POS application can be one strategy to improve operational efficiency and support managerial decision-making in pharmacies.

Keywords: Point of Sale, Farmacare, Number of Transactions, Transaction Value, Pharmacy Revenue