

Abstrak

Strategi pemasaran up-selling dan cross-selling memainkan peran penting dalam meningkatkan pendapatan Apotek dan kualitas pelayanan swamedikasi. Pelayanan swamedikasi adalah salah satu pelayanan farmasi yang berkontribusi penting dalam menampilkan profesionalisme praktik Apoteker dan sekaligus meningkatkan laba usaha Apotek. Pelayanan swamedikasi menjadi alternatif utama bagi masyarakat yang memerlukan pengobatan untuk keluhan gejala ringan, karena lebih efisien secara waktu dan lebih ekonomis secara finansial dibandingkan dengan ke fasilitas kesehatan seperti klinik dan rumah sakit. Apotek K-24 memiliki strategi up-selling, link-selling, dan cross-selling untuk meningkatkan volume penjualan. Penelitian ini akan melihat tingkat keberhasilan strategi up-selling dan cross-selling dalam pelayanan swamedikasi dan mengetahui gambaran kasus keluhan pasien yang mendapatkan pelayanan swamedikasi di Apotek K-24 Besi Yogyakarta. Metode penelitian digunakan metode deskriptif kuantitatif dan kualitatif. Populasi dan sampel penelitian adalah semua pelayanan swamedikasi dari 18 November sampai 18 Desember 2024. Analisis data kuantitatif dengan persentase untuk menentukan keberhasilan strategi up-selling dan cross-selling dan jenis kasus dalam pelayanan swamedikasi. Data kualitatif berupa wawancara menggunakan kuesioner untuk mendapatkan data pendukung. Hasil penelitian menunjukkan keberhasilan rata-rata strategi up-selling dan cross-selling pada pelayanan swamedikasi sebesar 63,5%. Keberhasilan ini ditentukan oleh faktor kemampuan tenaga kefarmasian dalam menggali informasi dari pasien, product knowledge, serta kelengkapan varian obat dan produk pendukung. Kasus batuk, pilek, alergi menjadi keluhan pasien yang paling banyak (30,7%) diikuti demam (20,8%) karena faktor cuaca memengaruhi tren keluhan pasien dalam pelayanan swamedikasi. Penelitian ini menunjukkan pentingnya peningkatan kemampuan tenaga kefarmasian secara terus-menerus.

Kata Kunci: *Apotek, Cross-Selling, Strategi, Swamedikasi, Up-Selling*

Abstract

Up-selling and cross-selling marketing strategies play an important role in increasing pharmacy revenue and the quality of self-medication services. Self-medication services are one of the pharmaceutical services that contribute significantly to showing the professionalism of pharmacist practice and at the same time increasing pharmacy business profits. Self-medication services are the main alternative for people who need treatment for mild symptoms, because they are more efficient in terms of time and more economical financially compared to health facilities such as clinics and hospitals. K-24 Pharmacy has up-selling, link-selling, and cross-selling strategies to increase sales volume. This study will look at the level of success of up-selling and cross-selling strategies in self-medication services and find out the description of patient complaint cases who received self-medication services at K-24 Iron Pharmacy Yogyakarta. The research method used is quantitative and qualitative descriptive methods. The population and sample of the study were all self-medication services from November 18 to December 18, 2024. Quantitative data analysis with percentages to determine the success of up-selling and cross-selling strategies and types of cases in self-medication services. Qualitative data in the form of interviews using questionnaires to obtain supporting data. The results of the study showed that the average success of up-selling and cross-selling strategies in self-medication services was 63.5%. This success was determined by the ability of pharmaceutical personnel to obtain information from patients, product knowledge, and the completeness of drug variants and supporting products. Cases of cough, runny nose, allergies were the most common patient complaints (30.7%) followed by fever (20.8%) because weather factors influenced the trend of patient complaints in self-medication services. This study shows the importance of continuously improving the ability of pharmaceutical personnel.

Keywords: *Cross-Selling, Pharmacy, Self-Medication, Strategy, Up-Selling*