

Persepsi Masyarakat Indonesia Terhadap Peran Apoteker Komunitas Dalam Pelayanan Informasi Obat (PIO) Berdasarkan Wilayah

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ABSTRAK

Peran apoteker komunitas dalam memberikan informasi obat semakin penting untuk meningkatkan keamanan penggunaan obat oleh masyarakat. Namun, persepsi masyarakat terhadap peran apoteker dapat berbeda antar wilayah. Penelitian ini bertujuan menganalisis pengaruh wilayah tempat tinggal terhadap persepsi masyarakat Indonesia mengenai peran apoteker komunitas dalam Pelayanan Informasi Obat (PIO). Penelitian menggunakan metode kuantitatif dengan desain *cross-sectional* melalui penyebaran kuesioner daring yang mencakup enam variabel: *General Awareness* (GA), *Effectiveness* (EFF), *Collaboration* (COLL), *Barriers* (BARR), *Trustworthiness* (TRUST), dan Pelayanan Informasi Obat (PIO). Uji validitas dilakukan menggunakan KMO dan Bartlett's Test serta analisis faktor PCA yang menunjukkan seluruh item memuat nilai KMO > 0,5 dan memenuhi syarat kelayakan konstruk. Reliabilitas diuji menggunakan Cronbach's Alpha dengan hasil seluruh variabel memiliki nilai > 0,7 yang menunjukkan konsistensi internal sangat baik. Analisis Chi-Square digunakan untuk melihat pengaruh wilayah, sedangkan hubungan antarvariabel diuji menggunakan korelasi Pearson. Hasil menunjukkan bahwa wilayah tidak berpengaruh terhadap seluruh variabel persepsi ($p > 0,05$) sehingga persepsi masyarakat bersifat merata secara nasional. Korelasi Rank Spearman menunjukkan seluruh variabel saling berhubungan signifikan, terutama antara Barriers dan PIO ($r = 0,768$). Disarankan peningkatan kualitas komunikasi dan edukasi oleh apoteker untuk memperkuat implementasi PIO di masyarakat.

Kata kunci : Apoteker komunitas, pelayanan informasi obat, persepsi masyarakat

ABSTRACT

The role of community pharmacists in providing drug information is increasingly important to improve the safety of drug use by the public. However, public perceptions of the role of pharmacists may vary between regions. This study aims to analyze the influence of region of residence on the perceptions of Indonesians regarding the role of community pharmacists in Drug Information Services (DIS). The study used a quantitative method with a cross-sectional design through the distribution of an online questionnaire covering six variables: General Awareness (GA), Effectiveness (EFF), Collaboration (COLL), Barriers (BARR), Trustworthiness (TRUST), and Drug Information Service (DIS). Validity testing was conducted using KMO and Bartlett's Test as well as PCA factor analysis, which showed that all items had a KMO value > 0.5 and met the construct validity requirements. Reliability was tested using Cronbach's Alpha, with all variables having a value > 0.7, indicating excellent internal consistency. Chi-Square analysis was used to examine the influence of region, while the relationship between variables was tested using Pearson's correlation. The results showed that region did not affect all perception variables ($p > 0.05$), indicating that public perception was uniform nationwide. Rank Spearman correlation showed that all variables were significantly related, especially between Barriers and PIO ($r = 0.768$). It is recommended that pharmacists improve the quality of communication and education to strengthen the implementation of PIO in the community.

Keywords : Community pharmacists, drug information services, public perception