


Analysis Of Patient Perceptions, Awareness, Experience And Expectations Of The Role Of Pharmacist In Counseling Service At Pharmacies

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Article Info	ABSTRACT
<p>Keywords: Perception, Awareness, Experience, Counseling.</p>	<p>Counseling services are a form of communication between pharmacists and patients in pharmaceutical services with the aim of increasing patient understanding of drug use and preventing medication errors. The presence of pharmacists is very necessary to be able to meet the diverse demands of society to be able to provide information regarding the correct use of medicines so that they can increase public knowledge. The interactions that occur between pharmacists and patients in counseling services will have an influence on public assessment. This research was conducted with the aim of knowing patients' perceptions, awareness, experiences and expectations of the role of pharmacists in counseling services in pharmacies. Method: The research is descriptive with a cross sectional design with a purposive sampling technique, the number of subjects involved was 143 respondents. Descriptive data analysis and normality test. Results: showed that 67.13% of patients had good awareness. As many as 53.14% of patients had a good perception. Then as many as 100% of patients had good hopes, and as many as 72.02% of patients had good experiences. Conclusion: the overall category shows the percentage of patients who have good perceptions, awareness, expectations and experiences regarding the role of pharmacists in counseling services in pharmacies.</p>
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INTRODUCTION

Pharmaceutical services provided by pharmacists are part of health services that have the benefit of improving the level of public health (Wathoni et al., 2014). The implementation of pharmaceutical services has changed and developed to become patient oriented from previously drug oriented. Counseling is a pharmaceutical service with the aim of improving the patient's quality of life (Suprobo and Nia, 2020).

Counseling services are part of pharmaceutical services in the form of communication between pharmacists and patients with the hope of increasing the patient's understanding of the appropriate use of medicines thereby preventing the emergence of medication errors. Drug counseling is a service provided by pharmacists to patients or their families in the form

of providing advice or advice on drug use/drug therapy. Pharmacists provide counseling to patients to increase the safety of drug use by optimizing therapeutic results, reducing the risk of unknown drugs (ROTD), and increasing cost-effectiveness (Fajarini, 2020). Currently, the implementation of counseling has not been carried out optimally by pharmacists, where the counseling stages and drug information points are not conveyed completely to patients. (Astuti et al., 2018).

The presence of pharmacists is very necessary to be able to meet the diverse demands of society to be able to provide information regarding the correct use of medicines so that it can increase public knowledge. Based on research conducted by (Hutami & Rokhman, 2013), it was found that 62% of respondents could differentiate pharmacists from other officers in pharmacies and 75% knew the role of pharmacists, namely providing drug consultations.

The interactions that occur between pharmacists and patients in counseling services will have an influence on public assessment. Service quality assessment Pharmaceutical counseling can be carried out based on four indicators, namely general awareness, perception, hope and experience. This assessment is used to evaluate improving the quality of pharmacist services to the community. (Jin et. al., 2014)

Based on the importance of improving the quality of the role of pharmacists in pharmaceutical services to the community, it is necessary to conduct research analyzing perceptions, awareness, expectations, and experiences of the community regarding the role of pharmacists in counseling services at the pharmacy X which aims to find out how much the Mojoroto District community knows about the pharmacist profession in providing services. counseling and related to efforts to develop and improve the quality of pharmacists in pharmacies.

METHODS

This research uses a descriptive observational approach through a direct survey using a cross-sectional approach, and purposive sampling in the sampling technique. The research location was a pharmacy in Mojoroto District, Kediri City. The sample size used was 140 people who met the inclusion criteria: they were over 17 years old, had received counseling services at least once, and were willing to fill out a questionnaire.

This research uses a questionnaire consisting of four parts: awareness, perceptions, expectations and community experiences regarding the role of pharmacists. Validity and reliability tests of the questionnaire were carried out on 30 respondents from the research sample. Next, the results of filling out the questionnaire were analyzed descriptively and tested for normality using Kolmogorov Smirnov to ensure whether the data was normally distributed. The mean value can be used to create categories if the data has a normal distribution; conversely, if the data has a normal distribution, the median value can be used to create categories. (Pratiwi et al., 2020).

RESULTS AND DISCUSSION

Gender

Based on the research results, the results obtained from 143 respondents who underwent counseling, 61.53% were female and 38.46% were male. More women come to the pharmacy for counseling than men. This is in accordance with research results (Puspasari, 2018) that women care more about their health, including medicines and the information that women get is more a lot because they interact more often with the environment.

Table 1. Characteristics of Respondents in Pharmacies

No	Respondent Characteristics	Frequency (n=143)	Percentage (%)
1	Gender		
	a. Man	55	38.46
	b. Woman	88	61.53
2	Age		
	a. 17-25	0	0
	b. 26-35	7	4.89
	c. c. 36-45	38	26.57
	d. 46-55	48	33.56
	e. >55	50	34.96
4	Last job		
	a. Student/Students	0	0
	b. Private	30	20.97
	c. Businessman	29	20.27
	d. Civil servants	26	18.18
	e. Other	58	40.55
5	Frequency of Visits		
	a. 1 time	75	52.44
	b. More than 1 Time	68	47

Age

Most respondents who visited the pharmacy for counseling were > 55 years old (34.96%). Furthermore, 46-55 years old were 48 respondents (33.56%). The majority of respondents who were willing to undertake counseling were aged >55 years, because from the results of the interviews respondents felt worried about the illnesses they were suffering from and the possibility of illnesses that often appeared at their age, so they needed a lot of information regarding what to do regarding the illness and its medication. According to the Indonesian Ministry of Health 2009, ages 46-55 years include early elderly and >55 years including late elderly. Patients aged >55 years are more willing to receive counseling from health professionals regarding information about the disease and the therapy provided (Tumiwa et al., 2014). As age increases, the risk of developing disease increases so that older people will be more concerned about their health (Tamba et al., 2022).

Education

Most respondents' last education was high school (45.45%). From the results of observations, the level of education will influence respondents' perceptions of disease and drug use. The higher the level of education, the more curious the respondent is and the more

the respondent wants to ask the pharmacist about illnesses and drug use, because the greater the respondent's concern about their body's health condition. The level of education influences respondents in generating patient perceptions of the role of pharmacists (Perepelkin, 2011). Factors that influence receiving information, knowledge and determining a person's attitude towards something, especially health issues. The higher the level of education, the higher the desire to fulfill health needs (Ruditya et al, 2015).

Work

Based on the occupation, most respondents were in other jobs such as housewives and retirees (40.55%). Education and work are closely related (Sulistya et al., 2017). A person's job can affect their physical activity, while the level of physical activity will affect the individual's health (Zainuddin and Utomo, 2021).

Frequency of Visits

The highest frequency of visits was that respondents came to the pharmacy once (52.44%) compared to more than once (47.55%). Respondents' familiarity with everything in the pharmacy can be influenced by how often they visit the pharmacy. (Hutami and Rokhman, 2013). From the results of interviews with respondents, it is known that the reason they are willing to do counseling even though they have only visited the pharmacy once is because of the respondents' awareness of their poor health condition and the hope that the respondents will get the best solution regarding their health after counseling with pharmacists, because they already know pharmacists as a profession. understand medicine.

Data Normality Test

Table 2. Normality test results for awareness, perception, hope, and experience variables

Variable	<i>Sig (2-tailed)</i>	Data distribution
Awareness	0.001	Abnormal
Perception	0.008	Abnormal
Hope	0,000	Abnormal
Experience	0.016	Abnormal

In this study, the variables of awareness (general awareness), perception, expectations, and experience were tested for normality using the Kolmogorov-Smirnov test (Dahlan, 2011). Table 2 shows the results of the normality test for this variable. Next, classification is carried out based on the median or mean value. If the data is normally distributed, categories can be based on the mean value, but if not, categories can be based on the median value. In the case of this study, the data was not normally distributed, so categories were based on median values. If the total answer score for each respondent is \geq the median value, it is in the "Good" category, whereas if the total answer score for each respondent is $<$ the median value, it is included in the "Poor Good" category (Pratiwi et al., 2020)

Awareness

This research uses the following scoring guide, if the total answer score for each respondent is ≥ 7.00 then it is included in the "Good" category, whereas if the total answer score for each respondent is < 7.00 then it is included in the "Poor Good" category. The results show that 67.13% of patients have good awareness of the role of pharmacists, which means

that the role of pharmacists in counseling services is well known and understood by some counseling patients. Respondents know the role of pharmacists in pharmacies, the need for counseling and feel that counseling services help overcome health problems. Pharmacists are a profession that can be trusted regarding problems related to medicine (Suprobo, 2020). Pharmacists play an important role in increasing medication adherence during treatment (Anggraini et al., 2021).

Table 3. Results of Respondents' Awareness Categories

Variable	Median value	N yield (%)	
		Good	Not good
Awareness	7.00	96 (67.13)	47 (32.86)

Table 4. Percentage Description of Respondents' Awareness

No	Question	Score Percent- age(%)
1	Do you know who a Pharmacist is?	51.04
2	Do you know what counseling services are in a pharmacy?	72.72
3	Do you think pharmacists need to provide counseling to patients?	95.10
4	Have you ever had counseling with a pharmacist?	88.11
5	Did you know that counseling services provided by pharmacists can help with your treatment?	87.91
6	Do you feel comfortable counseling with a pharmacist regarding your illness and treatment?	91.60
7	Are you confident with the counseling services provided by the Pharmacist regarding your medication?	93.70
8	Are you interested in counseling with a pharmacist?	92.30

Each question item's minimum percentage value is 87.5%. Therefore, if the percentage of answers to this item is less than 87.5%, the aspect must be improved to increase patient awareness of the role of pharmacists in counseling services in pharmacies. There are several question items whose results indicate the need to improve pharmaceutical services by pharmacists to increase patient awareness. Based on the results obtained for the question item "Do you know who a Pharmacist is?" The results of filling out the questionnaire showed that more respondents did not know who the pharmacist was, did not know if there was a pharmacist in the pharmacy. They revealed that the officers at the pharmacy looked the same, there was nothing to differentiate between pharmacists and other officers. Researchers observed that pharmacists in providing pharmaceutical services do not use identification marks and in providing counseling pharmacists do not identify themselves as a pharmacist profession. According to (Benita, 2023), the factor that causes patients to be less familiar with pharmacists is the lack of identification that pharmacists use when practicing, such as name tags and practice jackets. As stated by (Aryani, 2022) the use of name tags and practice jackets or other attributes when pharmacists provide pharmaceutical services will help the public to know pharmacists better.

Results for the question item "Do you know what counseling services are in a pharmacy?" When conducting counseling, pharmacists do not explain the definition of counseling to patients in advance. The pharmacist also did not explain that the activity carried out by the pharmacist was counseling at the opening of the counseling stage. This is not in accordance with the 2007 pharmaceutical service counseling guidelines that when conducting counseling pharmacists need to introduce themselves before starting the counseling session and then explain to the patient the meaning and purpose of counseling so that communication between the pharmacist and the patient runs comfortably.

Perception

Perception is the process of understanding information obtained from sensing by concluding information or interpreting messages (Sumanto, 2014). The median perception value is 13.00. The results of the data analysis showed that 53.14% of patients had a good perception of the role of pharmacists. The results show that respondents believe that pharmacist counseling can increase patients' understanding of medication and help them solve drug problems so the role of pharmacists in counseling services is known by some counseling patients. Public perception of the role of pharmacists in providing counseling services can increase pharmacists' ability to serve patients optimally and avoid medication errors (Hutami and Rokhman, 2013).

Table 5. Results of Respondents' Perception Categories

Variable	Median value	N yield (%)	
		Good	Not good
Perception	13.00	76 (53.14)	67 (46.85)

The minimum percentage for each statement item is 81.25%. The statement item that obtained a percentage result of <81.25% "Pharmacists have an important role in counseling services to patients", the majority of respondents considered that in pharmacies the ones who play an important role in counseling services are not only pharmacists, but all pharmaceutical staff in pharmacies (Hutami and Rokhman, 2013). The item statement "Counseling services by pharmacists can increase patient knowledge about medication" is that most patients' perceptions assume that when providing counseling services by pharmacists, patients who receive counseling still lack the level of knowledge and understanding about medication.

Table 6. Percentage Description of Respondents' Perceptions

No	Statement	Score Percentage (%)
1	Pharmacists have an important role in counseling services to patients	76.04
2	Pharmacists provide information related to drugs during counseling services to patients	82.16
3	Counseling services by pharmacists can increase patient knowledge about medication	80.59
4	Counseling services by pharmacists can solve patient problems related to medication	83.04

The formation of perceptions is influenced by various factors, including the respondent's subjectivity. When viewing the same object (pharmaceutical counseling), respondents may have different perceptions. In general, the process of forming perceptions can go through two paths, namely from the Frame of Reference (FOR) and the Frame of Experience (FOE) ((Stephen P. Robbins & Timothy A. Judge, 2013)). Through this theory, strategies can be implemented to increase the value of pharmaceutical counseling by introducing the benefits and importance of pharmaceutical counseling. Apart from that, as a form of FOE, pharmacists should provide quality services to create a good impression of experience for patients.

Hope

The median expected value is 12.00. The results show that 100% of patients have good expectations of the role of pharmacists in pharmaceutical services, especially counseling. Each statement item has a minimum percentage of 75%.

Table 7.Results Category Expectations of Respondents

Variable	Median value	N yield (%)	
		Good	Not good
Hope	12.00	143 (100)	0 (0)

Each statement in the hope category indicates good results. Patients participate in counseling in the hope of reducing errors in using medication. Knowing the purpose of taking medication can reduce non-compliance with medication to increase the success of therapy. A statement explaining the patient's expectations regarding the role and existence of pharmacists in the future in counseling services can help increase the success of patient therapy. According to (Ulfah, 2020) the impact of providing drug information and counseling by pharmacists to patients is increasing patient knowledge in drug use and increasing medication compliance so as to achieve therapeutic success.

Table 8. Percentage Description of Respondents' Expectations

No	Statement	Score Percent- age (%)
1	I hope that counseling services can reduce errors in drug use	80.76
2	I hope that counseling services can reduce non-compliance with taking medication	80.76
3	I hope that counseling services can increase the success of therapy	80.94
4	I hope that the counseling provided by the pharmacist can increase my knowledge regarding medication.	80.41

The results show the high expectations of the public regarding the role of pharmacists in pharmaceutical counseling. This fact must be considered as both an opportunity and a challenge for the pharmacist profession. As an opportunity because high expectations indicate a need that must be served, on the one hand it is also a challenge because if high expectations are not balanced with optimal counseling services it will create a gap between expectations and reality.

Experience

The median experience value is 12.00 with the number of respondents with this value being 72.02% of patients, which shows that patients have good experience with the role of pharmacist. Based on patient experience, the role of the pharmacist profession in pharmaceutical services, especially counseling in providing drug information, is very useful for patients in achieving therapeutic goals (Lutfiyati, 2016).

Table 9. Results of Respondents' Experience Categories

Variable	Median value	N yield (%)	
		Good	Not good
Experience	12.00	103 (72.02)	40 (27.97)

The minimum percentage for each statement item is 75%. If the percentage of question items is less than 75%, it indicates that pharmacists must improve the patient experience with their role as pharmacists. We assessed how respondents experienced receiving pharmaceutical counseling from pharmacists. The experience assessed includes the respondent's level of trust in the information conveyed and the closeness of the respondent's relationship with the pharmacist after providing counseling. The results showed that more than 75% of respondents said they had a good experience after receiving pharmaceutical counseling. In counseling, there will be very personal two-way communication. To provide quality counseling, pharmacists are required to have good knowledge of clinical pharmacology and adequate communication skills. On the other hand, if the pharmacist feels less confident about this, psychologically the pharmacist will try to avoid providing counseling.

Table 10. Percentage Description of Respondents' Experience

No	Statement	Score Percentage (%)
1	Based on my experience, those who provide drug counseling services are pharmacists	67.30
2	Based on my experience, pharmacists are trustworthy drug counselors	76.22
3	Based on my experience, counseling services by pharmacists can provide treatment solutions to patients	77.79
4	Based on my experience, counseling services can improve the relationship between patients and pharmacists	83.74

CONCLUSION

The results of research that has been carried out regarding the role of pharmacists in providing counseling in pharmacies can be concluded that overall from the awareness category the number of respondents who had good scores was 96 (67.13%), the perception category was 76 (53.14%), the category was 143 (100. %) and experience category 103 (72.02%). The minimum percentage of 20 question items and statements in the awareness category obtained results of 87.5%, perceptions of 81.25%, and hopes and experiences of 75%. Even though several question items and statements still have scores below the

minimum percentage, the role of pharmacists in counseling services still needs to be evaluated and improved.

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