ABSTRACT

THE SELF MEDICATION PROFILE OF PHARMACY CUSTOMERS IN WESTERN SURABAYA REGION
(Study in Pediatric)

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Most of Indonesian people do self medication when they feel ill. Self medication behavior in children requires special handling because children have different response to drugs than adults. The type of this research was descriptive using the simple random sampling method (lottery). Whereas customers were purposively sampled in the pharmacy of Western Surabaya. The instrument used was questionnaire.

Most of the respondents were 31-40 years old (45%), female (68%). Majority of the educational level was high school/equivalent (53%) and worked as private employees (36%), the first action they did to cure the symptoms was buying medicines at pharmacies (36%) and 51% of respondents bought the drugs for age 1-5 years old, respondents symptoms suffered by their children are fever (23%). Most reason to choose the pharmacy was to close to home (52%), most respondents considered the medicine they bought as not too expensive (72%). Source of drug information obtained by them mostly from family, friends, neighbours (39%). Most of the respondents reason for choosing the medicine was effective (34%), and 92% of them mentioned the name of medicine when they asked to the pharmacy staffs. Drug dosage forms majority was liquid (93%). Most classes of drugs were over the counter drugs (99%). More than 90% of respondents had noticed the important aspects that need to be observed in drug packaging.

The result of research suggested to improve the pharmacy staffs performance and enhance their contribution in self medication services for the customers reduce the medication errors.

Keywords: pharmacy, self medication, customers, pediatric