

ABSTRACT

Community pharmacist is the most accessible health practitioner in a society. The perception of the society towards community pharmacist becomes important factor in the development of pharmacist role in a health service system. The research aimed at finding the perception of pharmacy consumers towards community pharmacist. It was descriptive non experimental research in nature. The technique of sample collection was with purposive sampling. The data collection was conducted by direct survey in the places by using questionnaire. One hundred samples of respondents were taken from four drugstore. The data analysis was using descriptive statistic analysis and using frequency statistics.

The result of the reserach showed that 74% respondents could differentiate between pharmacist and other staffs in the drugstore and 87% respondents knew that they could consult about medicine to the pharmacist. The perception about pharmacist roles as information source on medicine belonged to satisfied category (38%) and very satisfied one (28%). Consumer satisfaction towards pharmacist characteristics belonged satisfied category (61%). The respondent expectation on the development of pharmacist service was 85%.

Keywords: Perception, Pharmacist, Consumer, Pharmacy