

INTISARI

Penggunaan internet di seluruh dunia terus meningkat dan mendorong perdagangan *online* berbagai komoditas barang termasuk obat-obatan. Jual-beli obat melalui internet berkembang dengan munculnya berbagai situs yang dianggap memberikan kemudahan akses pembelian obat terutama di masa pandemi COVID-19. Penelitian ini bertujuan untuk mengetahui gambaran pengalaman pembelian obat melalui internet, serta informasi obat yang ada pada *website* pembelian, gambaran dan hubungan karakteristik sosiodemografi serta status kesehatan mahasiswa terhadap intensi pembelian obat berulang melalui internet.

Penelitian berupa studi observasional dengan desain *cross sectional*. Instrumen penelitian berupa kuesioner dengan responden mahasiswa yang sedang menempuh pendidikan S1/ sederajat di Pulau Jawa dan pernah melakukan pembelian obat melalui internet selama kurun waktu 6 bulan terakhir. Sampel dipilih secara *accidental sampling*. Kuesioner terdiri dari 4 bagian yaitu karakteristik sosiodemografi dan status kesehatan responden, pengalaman pembelian obat melalui internet (11 pertanyaan), informasi obat pada *website* pembelian (4 pertanyaan), dan kepuasan serta pembelian ulang obat melalui internet (4 pertanyaan). Data dianalisis secara deskriptif dan inferensial untuk melihat faktor-faktor yang berhubungan dengan intensi pembelian obat berulang melalui internet.

Hasil dari 125 responden menunjukkan bahwa dapat disimpulkan mayoritas responden memiliki intensi pembelian obat berulang melalui internet yang tinggi (92,8%). Terdapat hubungan antara kepuasan dengan adanya keinginan untuk melakukan pembelian obat berulang ($p = 0,000$). Karakteristik sosiodemografi yang berhubungan dengan tingkat intensi pembelian obat berulang melalui internet adalah usia ($p = 0,0028$). Berdasarkan hasil penelitian ini diperlukan adanya kebijakan pemerintah yang secara khusus mengatur tentang layanan pembelian obat melalui internet.

Kata kunci: pembelian obat, informasi obat, internet, mahasiswa

ABSTRACT

The use of the internet around the world continues to increase and encourages *online* trading of various commodity goods including medicines. Selling and buying drugs through the internet has grown with the emergence of various sites that are considered to provide easy access to purchasing drugs, especially during the COVID-19 pandemic. This study aims to describe the experience, drug information available on the purchasing *website*, descriptions and relationships of sociodemographic characteristics and student health status to the intention to purchase drugs over and over again via the internet.

The research is an observational study with a cross sectional design. The research instrument is of a questionnaire with college student respondents who are currently pursuing an undergraduate education in Java and have purchased drugs via the internet during the last 6 months. The sample was selected by accidental sampling. The questionnaire consists of 4 parts, namely sociodemographic and health status of respondents, experience of purchasing drugs through internet (11 questions), drug information on the purchasing *website* (4 questions), satisfaction and repurchasing drugs through internet (4 questions). The data were analyzed descriptively and inferentially to see the factors related to the repurchase intentions of drugs through the internet.

The results of 125 respondents indicate that it can be concluded that the majority of respondents have a high intention of purchasing drugs over the internet (92.8%). There is a relationship between satisfaction with the desire to make repeated drug purchases ($p = 0.000$). The sociodemographic characteristic associated with the level of intention to purchase drugs over the internet was age ($p = 0.0028$). Based on the results of this study, it is necessary to have a government policy that specifically regulates drug purchasing services via the internet.

Keywords: drug purchase, drug information, internet, college students