

INTISARI

Infeksi saluran pernafasan termasuk sepuluh besar penyakit dengan tingkat kematian tertinggi di Indonesia, salah satu penyebabnya adalah penyakit influenza, dimana vaksin influenza dapat menjadi salah satu upaya pencegahan penyakit influenza dan telah direkomendasikan oleh organisasi kesehatan dunia. Di Indonesia, vaksin influenza tidak ditanggung pemerintah sehingga, perlu dilakukan penelitian untuk melihat gambaran pengetahuan, persepsi, dan *willingness to pay* masyarakat dewasa Indonesia terhadap vaksin influenza di masa pandemi COVID-19 ini.

Penelitian ini menggunakan pendekatan *cross sectional* untuk mengukur tingkat pengetahuan, persepsi, dan kemauan membayar responden di Indonesia, terhadap vaksin Influenza. Data yang diambil diperoleh melalui kuesioner *online* melalui *GoogleForm*. Penelitian dilakukan mulai bulan September - November 2021 setelah penerbitan *ethical clearance*. Sampel penelitian dipilih melalui metode *non-probability sampling* dengan teknik *convenience sampling*, dengan minimal sampel 400 responden. Uji analisis yang dilakukan adalah deskriptif dan uji statistik *Chi Square*.

Hasil penelitian menunjukkan mayoritas responden memiliki tingkat pengetahuan tinggi (63,2%) dan persepsi positif (50,5%) terhadap penyakit dan vaksin influenza. Keinginan untuk membayar vaksin influenza tinggi (66,7%). Dan bersedia membayar vaksin influenza dengan harga < Rp 125.000,00 (79,75%). Uji *Chi-Square* menunjukkan adanya hubungan antara kemauan membayar dengan domisili responden ($p=0,004$), pendapatan perbulan ($p=0,009$), kepemilikan asuransi kesehatan ($p=0,000$), pengalaman responden mendengar penyakit influenza ($p=0,020$) dan vaksin influenza ($p=0,034$). Namun, ditemukan tidak ada hubungan antara persepsi dengan kemauan membayar ($p=0,475$). Di sisi lain, ditemukan adanya hubungan tingkat pengetahuan dengan kemauan membayar ($p=0,000$). Perlu dilakukan edukasi dan pendekatan sosial sehingga dapat memperluas edukasi vaksin influenza yang nantinya dapat meningkatkan kemauan membayar masyarakat.

Kata kunci : pengetahuan, persepsi, vaksin influenza, COVID-19, *willingness to pay*

ABSTRACT

Respiratory tract infections are among the top ten diseases with the highest mortality rate in Indonesia, one of which is influenza, where the influenza vaccine can be one of the efforts to prevent influenza and has been recommended by the world health organization. In Indonesia, influenza vaccines are not covered by the government, so research needs to be done to see an overview of the knowledge, perceptions, and willingness to pay Indonesian adults for influenza vaccines during the COVID-19 pandemic.

This study uses a cross-sectional approach to measure the level of knowledge, perception, and willingness to pay respondents in Indonesia, on the Influenza vaccine. The data taken was obtained through an online questionnaire via a google form. The research was conducted from September to November 2021 after the issuance of ethical clearance. The research sample was selected through a non-probability sampling method with a convenience sampling technique, with a minimum sample of 400 respondents. The analytical test carried out is descriptive and Chi-Square statistical test.

The results showed that the majority of respondents had a high level of knowledge (63.2%) and a positive perception (50.5%) of influenza disease and vaccines. The desire to pay for the influenza vaccine is high (66.7%). And willing to pay for influenza vaccine at a price of < Rp 125,000.00 (79.75%). The Chi-Square test showed that there was a relationship between willingness to pay and the respondent's domicile ($p=0.004$), monthly income ($p=0.009$), ownership of health insurance ($p=0.000$), the respondent's experience of hearing influenza ($p=0.020$), and influenza vaccine ($p=0.020$). $p=0.034$). However, it was found that there was no relationship between perception and willingness to pay ($p=0.475$). On the other hand, it was found that there was a relationship between the level of knowledge and willingness to pay ($p=0.000$). Education and social approaches need to be carried out to expand influenza vaccine education which will increase the public's willingness to pay.

Keywords: knowledge, perception, influenza vaccine, COVID-19, willingness to pay