

## TABLE OF CONTENTS

COVER PAGE.....	i
TITLE PAGE .....	ii
APPROVAL SHEET .....	iii
PERNYATAAN BEBAS PLAGIASI .....	iv
Acknowledgement .....	v
PREFACE .....	vi
TABLE OF CONTENTS.....	vii
LIST OF FIGURES .....	x
LIST OF TABLES .....	xi
ABSTRACT.....	xii
CHAPTER I. INTRODUCTION.....	1
A. Background .....	1
B. Problem Statement .....	2
C. Research Objectives.....	2
D. The Urgency of The Research .....	3
E. Literature Review.....	4

a. Detailing Activity.....	4
a. Pharmaceutical Industry Detailing.....	4
b. Academic Detailing (AD).....	5
b. Providers' Prescribing Behavior .....	7
c. Characteristics of Academic Detailing (AD).....	8
d. Impacts of Academic Detailing (AD).....	9
a. Impacts of AD on Prescribing Behavior.....	9
b. Impacts of AD on Clinical Practices.....	9
F. Empirical Statement.....	10
G. Research Framework .....	10
CHAPTER II. METHOD OF RESEARCH.....	11
A. Research Design.....	11
B. Inclusion and Exclusion Criteria.....	11
C. Operational Variable Definition.....	12
D. Research Procedure.....	14
CHAPTER III. RESULTS AND DISCUSSION.....	19
A. Study Characteristics .....	25
B. Characteristics of Academic Detailing .....	30
C. Impacts of Academic Detailing on Prescribing Behavior.....	36
D. Study Limitation .....	44

CHAPTER IV. CONCLUSION AND SUGGESTION.....	45
A. Conclusion .....	45
B. Suggestion.....	46
REFERENCES .....	47
ATTACHMENTS .....	52