

## INTISARI

Penggunaan layanan telefarmasi di Indonesia semakin meningkat akibat adanya pandemi virus Covid-19. Perkembangan teknologi pun semakin meningkat sehingga semua orang bisa mendapatkan akses kesehatan dengan mudah. Salah satu cara untuk melihat keberlanjutan pemakaian telefarmasi adalah dengan menilai kepuasan serta intensi pembelian kembali konsumen. Manfaat dari penelitian ini adalah mengetahui gambaran jumlah masyarakat DKI Jakarta yang menggunakan telefarmasi dan mengetahui alasan dan persepsi masyarakat DKI Jakarta dalam melakukan pembelian obat secara daring melalui telefarmasi.

Penelitian ini menggunakan desain penelitian bersifat observasional dengan rancangan penelitian berupa *cross-sectional*. Instrumen dalam penelitian ini yaitu menggunakan kuesioner berbasis daring yang kemudian disebar ke seluruh masyarakat DKI Jakarta. Sebanyak 113 responden merupakan masyarakat DKI Jakarta yang pernah melakukan pembelian obat melalui telefarmasi. Data yang diperoleh kemudian dianalisis secara deskriptif dan analisis bivariat menggunakan uji *Chi-square*.

Hasil penelitian menunjukkan bahwa terdapat hubungan yang signifikan antara kepuasan konsumen terhadap intensi pembelian kembali dengan *p-value* sebesar 0,000. Selain itu, terdapat juga hubungan secara signifikan antara persepsi konsumen terhadap keamanan, risiko, dan manfaat telefarmasi terhadap intensi pembelian kembali. Berdasarkan penelitian ini, diperlukan adanya peran pemerintah untuk melakukan pengawasan lebih terhadap kegiatan jual beli obat yang dilakukan di telefarmasi dan peran tenaga kesehatan untuk memberikan konseling mengenai obat yang dibeli secara daring.

**Kata kunci:** telefarmasi, kepuasan, persepsi, intensi pembelian kembali, DKI Jakarta

## **ABSTRACT**

The use of telepharmaceutical services in Indonesia is increasing due to the pandemic of Covid-19. Technological change is also increasing so that everyone can get access to provide health access easily. One of the way to see the sustainability of telepharmaceutical use is to assess consumer satisfaction and repurchase intentions. The benefit of this research is to get an overview of the number of people in DKI Jakarta who use telepharmacy and to know the reasons and perceptions of the people of DKI Jakarta in purchasing drugs online through telepharmacy.

This study uses an observational research design with a cross-sectional research design. The instrument in this study is an online-based questionnaire which was then distributed to all the people of DKI Jakarta. Respondents were residents of DKI Jakarta who had purchased drugs via telepharmacy with a total of 113 respondents. The data that has been obtained were analyzed descriptively using bivariate analysis Chi-square.

The results showed that there was a significant relationship between consumer satisfaction towards repurchase intension with a p-value of 0.000. In addition, there is also a significant relationship between consumer perceptions of safety, risks and benefits of telepharmaceuticals towards repurchase intensity. Based on this research, the government's role is needed to carry out more supervision of drug buying and selling activities carried out in telepharmacy and the role of health workers to provide counseling regarding drugs that are purchased boldly. Based on this research, it is necessary for the government to supervise drug buying and selling activities in telepharmacy more and also the role of health professional to provide online counselling.

**Keyword:** telepharmacy, satisfaction, perception, repurchase intention, DKI Jakarta