

INTISARI

Pada dasarnya antara obat generik dan obat *branded* tidak ada perbedaannya, baik dalam keamanan maupun khasiat, yang membedakan hanya zat tambahan yang terdapat di dalam obat generik dan juga dalam bentuk, warna dan kemasannya yang lebih sederhana dibandingkan dengan obat *branded*. Tetapi sepertinya masih terdapat keragu-raguan baik dari pihak dokter maupun pasien terhadap kualitas obat generik. Hal inilah yang mendasari penulis untuk melakukan penelitian tentang Persepsi Dokter Terhadap Kualitas Obat Generik Dan Obat *Branded* yang bertujuan untuk mengetahui bagaimana persepsi dokter terhadap kualitas obat generik dan obat *branded*, apakah ada perbedaan kualitas antara obat generik dan obat *branded* menurut persepsi dokter, dan dimensi apa yang paling menentukan kualitas obat generik dan obat *branded* menurut persepsi dokter.

Penelitian dilakukan dengan cara deskriptif analitik, dengan studi kasus di Kabupaten Banyumas Jawa Tengah. Sampel dibagi dalam tiga kelompok, yaitu (1) Dokter Umum, (2) Dokter Spesialis, dan (3) Dokter Gigi. Data yang digunakan adalah data primer dan data sekunder. Data primer diperoleh dari hasil kuesioner persepsi dokter terhadap kualitas obat generik dan obat *branded*. Kuesioner terdiri atas dua bagian, yaitu (1) identitas responden dan (2) kualitas obat yang dijabarkan melalui dimensi kualitas obat (*safety, efficacy, fit & finish, aesthetics, assurance, price* dan merek). Data primer yang diperoleh kemudian dianalisis secara statistik deskriptif, analisis varian dua jalan dan uji LSD. Data sekunder merupakan data penggunaan obat generik dan obat *branded* oleh dokter yang diperoleh dari beberapa apotek yang berada di Kabupaten Banyumas Jawa Tengah.

Hasil penelitian menunjukkan bahwa kualitas obat generik maupun kualitas obat *branded* secara umum dipersepsikan sama baiknya oleh dokter di Kabupaten Banyumas Jawa Tengah, meskipun dari data sekunder yang diperoleh terdapat kecenderungan dimana dokter di Kabupaten Banyumas Jawa Tengah lebih memilih untuk menggunakan obat *branded* daripada obat generik. Dari analisis varian dua jalan menunjukkan bahwa tidak ada perbedaan yang signifikan antara kualitas obat generik dan obat *branded* menurut persepsi dokter tetapi ada interaksi antara faktor kelompok dokter dan jenis obat dalam mempersepsikan kualitas obat. Tidak ada dimensi yang paling menentukan kualitas obat tetapi secara kumulatif semua dimensi kualitas obat tersebut dapat mempengaruhi persepsi dokter terhadap kualitas obat

Kata kunci: persepsi dokter, kualitas obat, obat generik, obat *branded*

ABSTRACT

Basically, there is no difference, both in safety and efficacy, between generic and branded medicines. The difference between those two medicines is just in contained excipients, shapes, colors and packaging. However, it seems that physicians and patients are not sure with the quality of the generic medicines. This turned into the underlying background of the present research on Physicians' Perception on the Quality of Generic and Branded medicines. It was aimed to identify how physicians' perception on generic and branded medicines were, whether the difference in quality between generic and branded medicines were exist perceptions, and which dimension mostly determining the quality of generic and branded medicines based on physicians' perceptions respectively.

The research used analytical descriptive analysis through case study conducted in Banyumas regency, Central Java. Samples were divided into (1) General Practitioners, (2) Specialists, and (3) Dental Surgeons. Data were primary and secondary. The primary data were obtained from questionnaires on physicians' perception toward the generic and branded medicines. The questionnaires consisted of two parts, i.e. (1) respondents' identity and (2) the quality of medicine represented by the dimension of the quality of medicines (safety, efficacy, fit & finish, aesthetics, assurance, price, and mark). The primary data were taken and analyzed using statistic descriptive method, two ways variance analysis and LSD-test. The secondary data involved data on the generic and branded medicines that physicians prescribed. These data were taken from drugstores available in Banyumas regency, Central Java.

Results indicated that in general the physicians in Banyumas regency, Central Java regarded that the quality of the generic and branded medicines generally were similar. However, based on the secondary data it was found that the physicians in Banyumas regency, Central Java tended to more prescribe the generic than branded medicines. The two ways variance analysis showed that no significant difference was detected between the quality of the generic and branded medicines based on physicians' perception. Nonetheless, the interaction between physician group and medicine type were found in their perception on medicines. No dimension mostly determining the quality of medicine was detected, but cumulatively all dimensions of quality of medicine was able to influence the physicians' perception on medicines.

Keywords: physicians' perception, quality of medicine, generic medicine, branded medicine