

## ABSTRACT

Cardiovascular Disease (CVD) in Yogyakarta ranks second highest with a prevalence of 2%, which contributes to the economic burden in Indonesia. One of the preventive methods is screening for CVD in adults. Public knowledge and acceptance help to identify factors that affect the willingness to pay for CVD screening.

The study aims to measure the knowledge, acceptance, and willingness to pay for CVD screening in the Yogyakarta population.

This cross-sectional survey was conducted online and included Yogyakarta's adult population. The instrument of this study is a self-administered questionnaire. The data was analyzed using descriptive analysis and the chi-squared test to determine the relationship between variables.

The respondents' knowledge regarding cardiovascular disease (CVD) and its screening was 54.5% classified as having low knowledge. A majority (68%) accepted undergoing CVD screening. The median willingness to pay (WTP) in the out-of-pocket scenario was IDR 400,000 (USD 24,6), with WTP values ranging from IDR 30,000 to IDR 3,000,000 (USD 1,84-184,15); in the co-payment scenario, respondents were willing to pay an average of 25% of the screening cost, with a range from 5% to 100%.

A significant association was found between knowledge level and acceptance level with educational background, income, monthly expenses, employment in the healthcare sector, and family disease history. Knowledge was significantly associated with WTP in the out-of-pocket scenario. Acceptance was significantly associated with WTP in both payment scenarios ( $p=0.000$ ). Significant differences in WTP were found in residency area ( $p=0.025$ ), marital status ( $p=0.022$ ), income level ( $p=0.050$ ), and monthly expenditures ( $p=0.040$ ).

Knowledge and acceptance of WTP in Yogyakarta were significantly associated with several sociodemographic factors. Informational and economic barriers should be addressed to improve participation in CVD screening programs.

**Keywords:** Cardiovascular Disease, Acceptance, Knowledge, WTP, Screening.

## ABSTRAK

Yogyakarta menempati peringkat kedua tertinggi dengan prevalensi penyakit kardiovaskular (CVD) sebesar 2%, yang turut menyumbang beban ekonomi nasional. Salah satu upaya pencegahan adalah skrining CVD pada populasi dewasa. Pengetahuan dan Penerimaan masyarakat berperan penting dalam mengidentifikasi faktor-faktor yang memengaruhi kesediaan membayar (WTP) untuk skrining ini.

Penelitian ini bertujuan untuk mengukur pengetahuan, penerimaan, dan WTP terhadap skrining CVD pada masyarakat Yogyakarta. Studi ini dilakukan secara daring pada populasi dewasa di Yogyakarta menggunakan kuesioner swaisi. Analisis data meliputi analisis deskriptif dan uji chi-square untuk melihat hubungan antar variabel.

Sebanyak 54,5% dari 400 responden memiliki pengetahuan rendah tentang CVD dan skriningnya, dan 68% menyatakan menerima untuk menjalani skrining. Median WTP pada skenario pembayaran mandiri adalah Rp 400.000 (rentang Rp 30.000-3.000.000). WTP pada skenario pembayaran bersama, rata-rata responden bersedia membayar 25% dari biaya skrining (rentang 5-100%). Pengetahuan dan penerimaan berhubungan signifikan dengan pendidikan, pendapatan, pengeluaran bulanan, sektor pekerjaan, dan riwayat penyakit keluarga. Pengetahuan berhubungan signifikan dengan WTP pada skenario pembayaran mandiri. Penerimaan berhubungan signifikan dengan WTP pada kedua skenario ( $p=0,000$ ). Perbedaan signifikan nilai WTP ditemukan pada wilayah domisili ( $p=0,025$ ); status pernikahan ( $p=0,022$ ); tingkat pendapatan ( $p=0,050$ ); dan pengeluaran bulanan ( $p=0,040$ ).

Pengetahuan dan Penerimaan terhadap WTP skrining CVD di Yogyakarta dipengaruhi oleh berbagai faktor sosio-demografi. Hambatan informasi dan ekonomi perlu diatasi untuk meningkatkan partisipasi masyarakat dalam program skrining CVD.

**Kata kunci:** Kardiovaskular, Penerimaan, Pengetahuan, WTP, Skrining.