



INTISARI

Peredaran obat palsu merupakan masalah kesehatan global yang mengancam mutu, keamanan, dan khasiat obat serta berpotensi menimbulkan dampak serius bagi kesehatan masyarakat. Pengetahuan masyarakat mengenai obat palsu sangat berperan dalam membentuk persepsi mereka terhadap keberadaan dan bahaya obat palsu. Penelitian ini bertujuan untuk mengetahui hubungan antara karakteristik sosiodemografi, pengetahuan dan persepsi masyarakat mengenai obat palsu di Kota Salatiga.

Penelitian ini merupakan studi deskriptif kuantitatif non eksperimental dengan pendekatan *cross-sectional* menggunakan kuesioner secara daring. Pengambilan sampel berdasarkan *convenience sampling* dengan 126 responden yang telah memenuhi kriteria inklusi. Penyebaran kuesioner dilakukan di wilayah Kota Salatiga melalui media sosial, meliputi Instagram, WA, dan X. Data dianalisis secara deskriptif, uji *Chi-square*, dan *Fisher's exact test* menggunakan *software* Jamovi 2.6.44. pada tingkat signifikansi 95% ($p < 0,05$).

Hasil penelitian secara deskriptif menunjukkan bahwa 109 responden (86,51%) memiliki pengetahuan tinggi dan 120 responden (95,20%) memiliki persepsi positif mengenai obat palsu. Terdapat hubungan signifikan antara usia ($p=0,002$), pendidikan terakhir ($p=0,001$), dan pekerjaan ($p=0,027$) dengan pengetahuan masyarakat. Selain itu, terdapat hubungan signifikan antara usia ($p=0,027$) dan pendidikan terakhir ($p=0,028$) dengan persepsi masyarakat mengenai obat palsu. Secara keseluruhan, terdapat hubungan signifikan antara pengetahuan dengan persepsi masyarakat ($p=0,003$). Hal ini menunjukkan bahwa peningkatan pengetahuan berpotensi memperbaiki persepsi masyarakat mengenai obat palsu.

Kata kunci: obat palsu, pengetahuan, persepsi, masyarakat, sosiodemografi, Salatiga



ABSTRACT

The circulation of counterfeit medicines is a global health problem that threatens the quality, safety, and efficacy of drugs, and it has the potential to cause serious impacts on public health. Public knowledge about counterfeit medicines plays a crucial role in shaping their perception of the existence and dangers of such products. This study aims to determine the relationship between sociodemographic characteristics, knowledge, and public perception regarding counterfeit medicines in Salatiga City.

This study was a non-experimental quantitative descriptive study with a cross-sectional approach using an online questionnaire. Sampling was conducted using convenience sampling, involving 126 respondents who met the inclusion criteria. The questionnaire was distributed in the Salatiga area through social media platforms, including Instagram, WhatsApp, and X. Data were analyzed descriptively and using the Chi-square test and Fisher's exact test with Jamovi software version 2.6.44 at a 95% confidence level ($p < 0.05$).

The descriptive results showed that 109 respondents (86.51%) had a high level of knowledge, and 120 respondents (95.20%) had a positive perception regarding counterfeit medicines. There was a significant relationship between age ($p=0.002$), educational level ($p=0.001$), and occupation ($p=0.027$) with the level of knowledge. In addition, there was a significant relationship between age ($p=0.027$) and educational level ($p=0.028$) with public perception of counterfeit medicines. Overall, there was a significant relationship between knowledge and perception ($p=0.003$). These findings indicate that improving public knowledge has the potential to enhance their perception of counterfeit medicines.

Keywords: *counterfeit medicines, knowledge, perception, community, sociodemographics, Salatiga*