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**Intensi Apoteker Komunitas dalam Memberikan Edukasi Osteoporosis: Studi di Kota Yogyakarta dengan
Pendekatan Theory of Planned Behavior**
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Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Osteoporosis merupakan penyakit kronis yang meningkatkan risiko fraktur dan menimbulkan beban kesehatan masyarakat, sementara peran apoteker komunitas dalam edukasi osteoporosis sebagai upaya promotif dan preventif masih belum optimal di Indonesia. Penelitian ini bertujuan untuk mengukur tingkat intensi apoteker komunitas dalam memberikan edukasi osteoporosis kepada masyarakat serta menganalisis faktor-faktor yang memengaruhi intensi tersebut berdasarkan kerangka *Theory of Planned Behavior* (TPB).

Penelitian ini menggunakan desain kuantitatif non-eksperimental dengan pendekatan *cross-sectional*. Data dikumpulkan melalui kuesioner berbasis TPB yang mengukur variabel *attitude toward behavior*, *subjective norm*, *perceived behavioral control*, dan intensi apoteker komunitas. Analisis data dilakukan secara univariat untuk menggambarkan karakteristik responden dan distribusi variabel, kemudian dilanjutkan dengan analisis bivariat serta multivariat menggunakan regresi logistik biner untuk mengidentifikasi faktor-faktor yang berpengaruh terhadap intensi apoteker dalam memberikan edukasi osteoporosis.

Penelitian ini melibatkan sebanyak 69 responden (n = 69) yang diperoleh setelah melalui proses seleksi dan *data cleaning*. Hasil penelitian menunjukkan bahwa intensi apoteker komunitas dalam memberikan edukasi osteoporosis tergolong cukup tinggi. Analisis bivariat menunjukkan bahwa *subjective norm* (p = 0,001; OR = 1,384; 95% CI: 1,148 – 1,668) dan *perceived behavior conrol* (p = 0,000; OR = 1,643; 95% CI: 1,298–2,079) bepengaruh positif dan signifikan. Sementara itu, analisis multivariat menunjukkan bahwa hanya *perceived behavioral control* yang berpengaruh signifikan terhadap intensi apoteker komunitas dalam memberikan edukasi osteoporosis (p = 0,000; OR = 1,631; 95% CI: 1,242–2,141). Variabel tersebut juga menjadi variabel paling dominan yang memengaruhi intensi. Implikasi dari temuan ini adalah perlunya peningkatan kemampuan, ketersediaan sumber daya, serta dukungan sistem pelayanan di apotek. Kemampuan diri merupakan bagian dari konstruk *perceived behavioral control*, khususnya dalam aspek *self-efficacy*, yaitu keyakinan individu terhadap kemampuannya dalam melakukan suatu perilaku.

Kata Kunci : osteoporosis; *attitude toward behavior; subjective norm; perceived behavior control*; *intention*

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ABSTRACT

Osteoporosis is a chronic disease that increases fracture risk and contributes significantly to public health burden, while the role of community pharmacists in osteoporosis education as a promotive and preventive effort remains suboptimal in Indonesia. This study aimed to measure the level of intention among community pharmacists to provide osteoporosis education to the public and to analyze factors influencing this intention based on the Theory of Planned Behavior (TPB) framework.

This study employed a quantitative non-experimental design using a cross-sectional approach. Data were collected through a TPB-based questionnaire measuring attitude toward behavior, subjective norm, perceived behavioral control, and intention of community pharmacists. Data analysis was conducted using univariate analysis to describe respondent characteristics and variable distribution, followed by bivariate and multivariate analyses using binary logistic regression to identify factors influencing pharmacists' intention to provide osteoporosis education.

This study involved a total of 69 respondents (n = 69), obtained after a selection and data cleaning process. The results showed that community pharmacists' intention to provide osteoporosis education was relatively high. Bivariate analysis indicated that **subjective norm** (p = 0.001; OR = 1.384; 95% CI: 1.148–1.668) and **perceived behavioral control** (p = 0.000; OR = 1.643; 95% CI: 1.298–2.079) had a positive and significant effect. Meanwhile, multivariate analysis revealed that only **perceived behavioral control** had a significant influence on community pharmacists' intention to provide osteoporosis education (p = 0.000; OR = 1.631; 95% CI: 1.242–2.141). This variable was also identified as the most dominant factor influencing intention. The implication of these findings highlights the need to improve pharmacists' capabilities, availability of resources, and support from the healthcare system in pharmacies. Self-capability is part of the perceived behavioral control construct, particularly in the aspect of self-efficacy, which refers to an individual's belief in their ability to perform a behavior.

Keywords: osteoporosis; attitude toward behavior; subjective norm; perceived behavioral control; intention