



INTISARI

Penggunaan internet sebagai sarana jual-beli obat sudah mulai berkembang melalui apotek *online*. Beberapa negara di dunia sudah membuat regulasi terkait apotek *online*. Indonesia termasuk negara yang belum memiliki regulasi terkait hal tersebut, sehingga diperlukan penelitian mengenai apotek *online* di Indonesia. Penelitian ini bertujuan untuk memberikan gambaran persepsi masyarakat terhadap apotek *online* di Indonesia.

Penelitian ini merupakan penelitian deskriptif kuantitatif dengan rancangan *cross-sectional*. Penelitian dilakukan pada November 2017–Januari 2018 melibatkan 473 responden (*response rate* = 95,94%) yang telah memenuhi kriteria inklusi dan eksklusi menggunakan teknik *accidental sampling*. Responden mengisi kuesioner *online* yang terdiri dari 32 pertanyaan mengenai jaminan kualitas obat, harga obat, hak konsumen, kemudahan akses, risiko, dan regulasi. Analisis data dilakukan secara deskriptif dan ditampilkan dalam bentuk tabel.

Hasil penelitian menunjukkan dua persepsi masyarakat baik persepsi positif maupun persepsi negatif. Mayoritas responden memiliki persepsi positif pada domain jaminan kualitas obat (72,1%), harga obat (64,3%), hak konsumen (68,1%), kemudahan akses (96,8%), dan regulasi (99,6%), sedangkan persepsi negatif hanya pada domain risiko (93,4%). Berdasarkan hasil tersebut disimpulkan bahwa masyarakat memiliki persepsi positif terhadap apotek *online* dan mendorong adanya regulasi.

Kata kunci : persepsi masyarakat, apotek *online*, Indonesia



ABSTRACT

Online pharmacy is a technology approach of medicine marketing on the internet. Some countries in the world have a regulation about online pharmacy. Indonesia has not made a regulation yet, therefore the study of online pharmacy is needed in Indonesia. This study aimed to observe consumer's perception of online pharmacy in Indonesia.

This study used descriptive quantitative with a cross-sectional design method and invited 473 respondents (response rate = 95,94%) by accidental sampling. The data were collected since November 2017 until January 2018. The respondents filled an online questionnaire which had been developed by 32 questions and consists of 6 domains, (1) medicine quality assurance; (2) price; (3) customer rights; (4) accessibility; (5) risk; and (6) regulation. The data were analyzed presented with frequency and percentage.

The study showed that respondents have two perceptions, positive perception and negative perception. The positive perception was dominant with five domains: medicine quality assurance (59%), price (64,3%), customer rights (60,3%), accessibility (94,1%), and regulation (98,9%). Negative perception only towards the risk of online pharmacy (93,4%). The result showed that consumer's perception toward online pharmacy is positive, but it needs regulation to prevent risks of online pharmacy.

Keywords: consumer's perception, online pharmacy, Indonesia