



## INTISARI

Keberadaan *electronic marketplace (e-marketplace)* menjadi salah satu sarana penjualan obat secara *online*. Maraknya penjualan obat melalui *e-marketplace* ini menimbulkan persepsi di masyarakat. Tujuan penelitian ini yaitu untuk mengetahui dan menganalisis persepsi masyarakat terhadap penjualan obat melalui *e-marketplace*.

Penelitian ini merupakan penelitian deskriptif *cross-sectional* yang dilakukan dengan metode survei terhadap masyarakat yang berusia 17-50 tahun, dapat berbahasa Indonesia dengan baik dan benar, dapat menggunakan internet, serta pernah mendengar, mengunjungi atau membeli produk obat di *e-marketplace*. Pengumpulan data dilakukan antara 30 Januari - 14 Maret 2018 menggunakan kuesioner *online* yang disebar melalui media sosial. Total kuesioner yang digunakan untuk analisis sebanyak 402 dengan *response rate* sebesar 67,45%. Analisis data dilakukan menggunakan perhitungan nilai tengah (*median*) skala Likert yang digunakan, rata-rata skor yang diperoleh, dan tabel distribusi frekuensi.

Hasil penelitian menunjukkan bahwa masyarakat memiliki persepsi positif dan negatif terhadap penjualan obat melalui *e-marketplace*. Responden memiliki persepsi positif terhadap aspek jaminan kualitas obat (58,0%), kualitas pelayanan (81,6%), aksesibilitas (94,0%) dan regulasi (97,0%) sedangkan persepsi negatif hanya pada aspek biaya obat (62,2%).

Kata kunci : *e-marketplace*, obat, persepsi masyarakat.



## ABSTRACT

The existence of electronic marketplace (e-marketplace) became one means of selling drugs online. The rise of drug sales through e-marketplace had been causing perception in society. This study aimed to know and analyze the public's perceptions of drug sales through e-marketplace.

A descriptive cross-sectional study that had been being conducted using survey method to people between 17 and 50 years, who were able to speak Indonesian correctly, able to use internet, and ever heard, visited, or even purchased drugs in e-marketplace. Data collection was performed between 30<sup>th</sup> January and 14<sup>th</sup> March 2018 through an online questionnaire via social media. Total of 402 questionnaire used to analysis with 67,45% of response rate . The data analysis was performed using median value from the Likert's scale, mean from score that has been collected, and frequency distribution table.

The finding showed that the public's perceptions of drug sales through e-marketplace were positive and negative. Respondents has positive perceptions about drug quality assurance (58,0%), service quality (81,6%), accessibility (94,0%), and regulation (97,0%), while the negative perceptions was drug price (62,2%).

Keywords: e-marketplace, drugs, public's perceptions.