

INTISARI

Penelitian ini bertujuan untuk menganalisis dan mengetahui: (1) pengaruh sikap terhadap pembelian obat generik, norma subjektif, dan kontrol perilaku pada minat masyarakat untuk membeli obat generik, dan (2) pengaruh minat masyarakat untuk membeli obat generik pada pembelian obat generik, dan (3) pengaruh kontrol perilaku pembelian obat generik. Penelitian dilakukan di wilayah kelurahan Gedongkiwo, kecamatan Mantriweron, kota Yogyakarta. Pengambilan sampel dilakukan secara *purposive sampling*. Jumlah sampel sebanyak 150 orang, yang diambil secara proporsional dari 18 RW. Metode analisis yang digunakan adalah *path analysis*.

Hasil penelitian ini menunjukkan: (1) Sikap terhadap pembelian obat generik berpengaruh positif dan signifikan pada Minat masyarakat untuk membeli obat generik ($\gamma_{11}=0,403$; $p=0,000$), (2) Norma subjektif berpengaruh positif dan signifikan pada Minat masyarakat untuk membeli obat generik ($\gamma_{12}=0,416$; $p=0,000$), (3) Kontrol perilaku berpengaruh positif dan signifikan pada Minat masyarakat untuk membeli obat generik ($\gamma_{31}=0,176$; $p=0,000$), (4) Minat masyarakat untuk membeli obat generik berpengaruh positif pada Pembelian obat generik ($\beta_{21}=0,732$; $p=0,000$). Kontrol perilaku tidak berpengaruh signifikan pada Pembelian obat generik ($\beta_{23}=-0,002$; $p=0,983$).

Kata kunci: obat generik, *purposive sampling*, *path analysis*, kontrol perilaku, norma subjektif.

ABSTRACT

This research was conducted in order to analyze and to determine the (1) influence the attitude towards behavior, subjective norms, and behavioral control toward the communal interest in purchasing generic drugs, and (2) the influenced of the communal interest towards the purchase of generic drugs, and (3) the influenced of behavioral control towards the purchase of generic drugs. This research was conducted in Kelurahan Gedongkiwo, Kecamatan Mantrijeron Kota Yogyakarta. Over 150 participants participated in this research and they were selected proportionally from their respective *Rukun Warga* (RW). Samples were collected using purposive sampling and analytical method used was path analysis.

The result of this research shows that (1) there was a positive effect on the attitude towards purchasing behavior and the communal interest in purchasing generic drugs was highly significant ($\gamma_{11}=0.043$; $p=0.000$), (2) subjective norms had positive and highly significant influence on the communal purchasing interest of generic drugs ($\gamma_{12}=0.416$; $p=0.000$) (3) behavioral control also had positive and highly significant influence on purchasing interest ($\gamma_{31}=0.176$; $p=0.000$) (4) the communal interest on purchasing generic drugs posed a positive influence on purchasing generic drugs ($\beta_{21}=0.732$; $p=0.000$). On the contrary, behavioral control had no significant influence on the purchase of generic drugs ($\beta_{23}=-0.002$; $p=0.983$)

Keywords: generic drugs, purposive sampling, path analysis, behavioral control, subjective norms