

INTISARI

Memasuki tahun 2014, pemerintah telah secara resmi menggulirkan skema Jaminan Kesehatan Nasional (JKN) berkaitan dengan keputusan pemerintah agar dibudayakan penggunaan obat generik. Masyarakat pada umumnya beranggapan bahwa mutu obat generik kurang baik dibandingkan obat bermerek. Tujuan dari penelitian ini adalah untuk mengetahui pengetahuan, persepsi, dan perilaku pasien terhadap obat generik di Daerah Istimewa Yogyakarta.

Rancangan penelitian adalah penelitian deskriptif-analitik dengan pendekatan kuantitatif, menggunakan desain survei *cross-sectional*. Subyek penelitian berupa pasien yang sedang atau pernah menggunakan obat generik. Penelitian dilakukan secara *online* dan *offline* di 9 puskesmas yang tersebar di wilayah Daerah Istimewa Yogyakarta pada bulan Januari-Februari 2020. Pengambilan sampel dilakukan dengan metode *convenience sampling*. Analisis data meliputi analisis deskriptif dan analisis bivariat (uji *Mann-Whitney* dan *Spearman*).

Hasil penelitian menunjukkan tingkat pengetahuan, persepsi, dan perilaku pasien berturut-turut 68,30%; 68,59%; dan 59,10%, termasuk kategori cukup baik. Tidak ada perbedaan pengetahuan dan persepsi antar kelompok karakteristik, namun ada perbedaan perilaku antar kelompok karakteristik jenis kelamin pasien terhadap obat generik. Berdasarkan analisis, ada korelasi antara pengetahuan, persepsi, dan perilaku pasien terhadap obat generik di Daerah Istimewa Yogyakarta. Tingkat pengetahuan, persepsi, dan perilaku pasien termasuk cukup baik namun dapat ditingkatkan dengan pemberian informasi yang relevan seputar obat generik oleh tenaga kesehatan terkait.

Kata kunci: Generik, Pengetahuan, Persepsi, Perilaku

ABSTRACT

Entering 2014, the government has officially rolled out the National Health Insurance (JKN) scheme relates to the government's decision to cultivate the use of generic drugs. Generally, public thinks that the quality of generic drugs is less good than branded drugs. The purpose of this study is to determine patients' knowledge, perception, and behavior towards generic drugs in Yogyakarta Special Region.

The study design was a descriptive-analytic study with a quantitative approach, used a cross-sectional survey design. Research subjects were patients who were or are using generic drugs. The study was conducted online and offline at 9 public health center in the Yogyakarta Special Region in January-February 2020. Sampling was done by convenience sampling method. Data analysis included descriptive analysis and bivariate analysis (Mann-Whitney and Spearman test).

The results showed the level of patients' knowledge, perception, and behavior respectively 68.30%; 68.59%; and 59.10%, which is quite good. There was no difference in knowledge and perception between characteristics groups, but there were differences in behavior between the sex characteristics of patients with generic drugs. Based on the analysis, there was a correlation between patients' knowledge, perception, and behavior toward generic drugs in Yogyakarta Special Region. The level of knowledge, perception, and behavior of patients is quite good but can be improved by providing relevant information about generic drugs by related health workers.

Keywords: Generics, Knowledge, Perception, Behavior