

## INTISARI

Vaksin influenza merupakan vaksin yang aman untuk mengatasi penyakit influenza namun belum terdapat di dalam program imunisasi nasional. Upaya pendekatan untuk pengenalan vaksin influenza ke dalam program imunisasi nasional dengan melakukan evaluasi ekonomi yaitu kemauan membayar. Penelitian ini bertujuan untuk mengetahui kemauan membayar orangtua Indonesia terhadap vaksin influenza serta menganalisis faktor yang berhubungan yaitu tingkat pengetahuan, penerimaan, dan karakteristik responden.

Rancangan penelitian yang digunakan yaitu observasional dengan pendekatan *multi-center cross-sectional*. Data dikumpulkan melalui survei kepada 500 responden orang tua di 5 provinsi di Indonesia yaitu di Jawa Barat, DIY, Lampung, Sulawesi Tengah, dan Kalimantan Tengah dengan teknik *convenience sampling*. Instrumen penelitian menggunakan kuesioner untuk mengetahui karakteristik responden, tingkat pengetahuan, penerimaan dan kemauan membayar terhadap vaksin influenza. Instrumen penelitian menggunakan kuesioner dan analisis data dilakukan secara deksriptif dan statistik menggunakan uji *mann whitney* untuk mengetahui perbedaan nilai pengetahuan, penerimaan, dan kemauan membayar vaksin influenza pada kelompok karakteristik responden dan uji *spearman* untuk mengetahui hubungan pengetahuan, penerimaan, dan kemauan membayar.

Hasil penelitian menunjukkan pengetahuan responden terhadap penyakit dan vaksin influenza baik (76,92), penerimaan responden terhadap vaksin influenza baik (69,44) dan kemauan membayar vaksin influenza masih rendah dan bersedia membayar vaksin jika ditanggung pemerintah dengan harga Rp 125.000. Uji spearman menunjukkan bahwa terdapat hubungan antara pengetahuan dengan penerimaan ( $p=0,050$ ), pengetahuan dengan kemauan membayar ( $p=0,042$ ), dan penerimaan dengan kemauan membayar ( $p=0,031$ ). Uji *mann-whitney* menunjukkan bahwa terdapat hubungan antara pengetahuan dengan pengalaman mendengar vaksin influenza ( $p=0,000$ ), dan sumber informasi penyakit influenza ( $p=0,000$ ). Terdapat hubungan antara penerimaan dengan status pekerjaan ( $p=0,008$ ). Terdapat hubungan antara kemauan membayar dengan jenis kelamin ( $p=0,026$ ), pendidikan ( $p=0,015$ ), status pekerjaan ( $p=0,009$ ), penghasilan perbulan ( $p=0,000$ ), pengeluaran ( $p=0,000$ ), jumlah tanggungan dalam keluarga ( $p=0,021$ ), dan kepemilikan asuransi kesehatan ( $p=0,000$ ).

Pengetahuan, penerimaan orangtua di Indonesia terkait vaksin influenza sudah baik namun kemauan membayar terhadap vaksin influenza masih rendah.

**Kata kunci:** pengetahuan, penerimaan, kemauan membayar, vaksin influenza

## ABSTRACT

Influenza vaccine is a safe vaccine for prevent influenza but has not been included in the national immunization program. Efforts to approach introduction of influenza vaccine into the national immunization program by conducting an economic evaluation that is willingness to pay. This study aims to determine the willingness of Indonesians to pay for influenza vaccines and analyze related factors, namely the level of knowledge, acceptance, and respondent characteristics.

The study design included obeservasional research with a multi-center cross-sectional approach. Data was collected through a survey of 500 respondent parents in 5 provinces in Indonesia, namely in West Java, DIY, Lampung, Central Sulawesi and Central Kalimantan using convenience sampling techniques. The research instrument used a questionnaire to determine the sociodemographic characteristics of the level of knowledge, acceptance and willingness to pay for influenza vaccines. Research instruments using questionnaires and data analysis were done descriptively and statistically using the mann whitney test to determine differences in the value of knowledge, acceptance, and willingness to pay for influenza vaccines in the respondent characteristics group and the spearman test to determine the relationship of knowledge, acceptance, and willingness to pay.

The results showed that respondents' knowledge of influenza vaccine and disease was good (76.92), respondent's acceptance of influenza vaccine was good (69.44) and willingness to pay for influenza vaccine was still low as much as (53.4%) were willing to pay for the vaccine if borne by the government at a price Rp 125,000. The Spearman test shows that there is a relationship between knowledge and acceptance ( $p=0.050$ ), knowledge with willingness to pay ( $p=0.042$ ), and acceptance with willingness to pay ( $p = 0.031$ ). The mann-whitney test shows that there is a relationship between knowledge and experience of hearing influenza vaccine ( $p=0,000$ ), and sources of influenza disease information ( $p=0,000$ ). There is a relationship between acceptance and employment status ( $p=0.008$ ). There is a relationship between willingness to pay with sex ( $p=0.026$ ), education ( $p=0.015$ ), employment status ( $p=0.009$ ), monthly income ( $p=0,000$ ), expenses ( $p=0,000$ ), number of dependents in the family ( $p=0.021$ ), and health insurance ownership ( $p=0,000$ ).

Knowledge and acceptance of parents in Indoesia is good but the willingness to pay for influenza vaccines is still low.

**Keywords:** knowledge, acceptance, willingness to pay, influenza vaccine.