

INTISARI

Wabah global Covid-19 menjadikan transformasi digital berlangsung lebih cepat dan mengharuskan pemerataan penggunaan teknologi informasi komunikasi (TIK), termasuk di bidang kesehatan. Penggunaan TIK untuk mendukung pelayanan kefarmasian perlu dikembangkan agar dapat lebih memenuhi kebutuhan masyarakat terkait layanan kefarmasian berbasis internet.

Tujuan penelitian ini untuk menganalisis faktor-faktor yang mempengaruhi intensi apoteker dalam memanfaatkan media sosial dan internet untuk pelayanan kefarmasian pada apotek jaringan di wilayah Daerah Istimewa Yogyakarta.

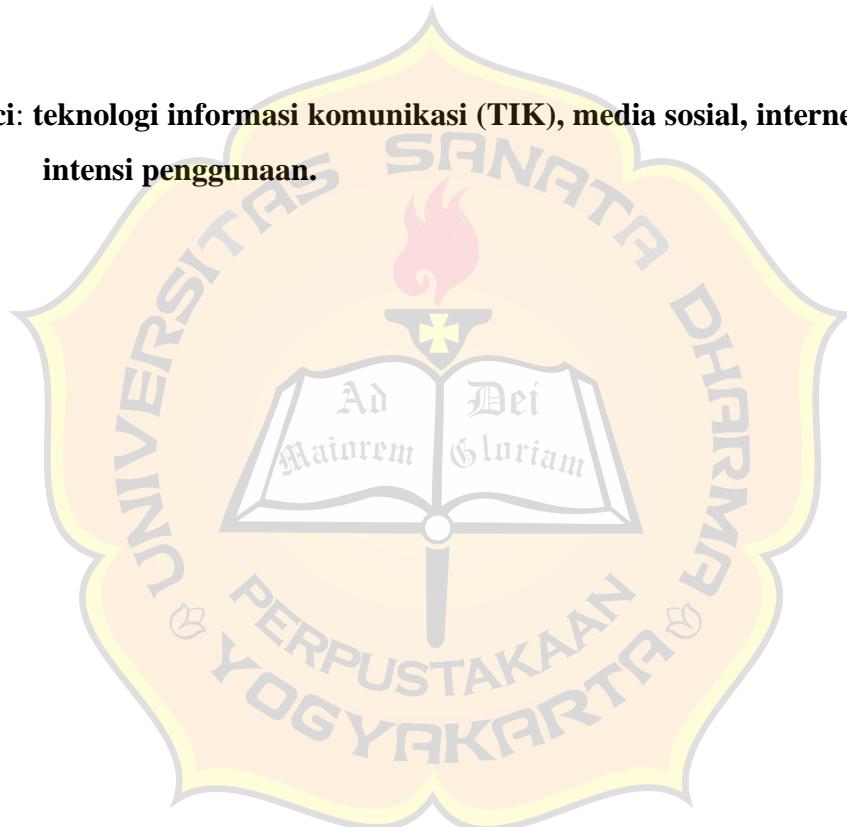
Penelitian ini bersifat *observasional analitik*. Sebanyak 102 Apoteker responden dipilih dengan metode purposive non random sampling yang berpraktek di apotek jaringan di wilayah D.I. Yogyakarta. Pengambilan data dilakukan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya kemudian disebarluaskan dengan format *Google-form*. Responden kemudian mengisi kuesioner yang terdiri atas 58 butir pertanyaan dan telah menandatangani *inform consent* sebagai bukti kesediaan berpartisipasi secara sukarela. Data profil responden dianalisis secara deskriptif berupa frekuensi dan persentase. Data kemudian dinalisis korelasinya masing-masing konstruk persepsi pengguna TIK dengan *intention to use* apoteker dalam apotek jaringan tersebut terhadap pemanfaatan media sosial dan internet untuk pelayanan kefarmasian di apotek dilakukan dengan menggunakan analisis *Crosstab* dan *Chi-Square*. Penelitian ini telah memperoleh *ethical clearance* dari Komisi Etik Penelitian Fakultas Universitas Kristen Duta Wacana dengan nomor 1329/C.16/FK/2021.

Hasil penelitian menunjukkan bahwa 100% apotek jaringan dari 102 responden didalam penelitian memiliki fasilitas internet untuk menjalankan operasionalnya. Peralatan yang digunakan responden untuk mengakses internet meliputi komputer/laptop dan *gadget/smartphone*. Sebanyak 56,9% responden belum memaksimalkan penggunaan *website* resmi yang dimiliki oleh apotek jaringan, namun sebagian besar responden mengandalkan internet untuk mencari tips cara penggunaan obat-obatan, tips meningkatkan kepatuhan menggunakan obat-obatan, informasi cara-cara pembayaran obat, mencari link sumber – sumber informasi kesehatan lain seperti informasi tentang program penjualan khusus obat bebas/OTC, program penjualan khusus alat kesehatan dan jadwal janji konsultasi obat dengan apoteker. Sebanyak 74,51% (76 orang) responden,

masih timbul keragu-raguan dalam penggunaan platform daring/*online* sebagai sarana penunjang pelayanan kefarmasian pada pasien. Hal ini bisa menjadi bahan evaluasi dan masukkan bagi *management* apotek jaringan tersebut.

Berdasarkan hasil penelitian bahwa masing-masing faktor memiliki hubungan yang positif dengan *intention to use* terhadap penggunaan media sosial dan internet oleh responden pada apotek jaringan dengan nilai signifikan $< 0,05$. Sehingga dapat disimpulkan hipotesis penelitian yang menyatakan ada hubungan antara *flexibility, perceived advantages, policy, pragmatism, capacity building, quality assurance* dengan *intention to use* penggunaan media sosial dan internet untuk pelayanan kefarmasian diterima.

Kata kunci: teknologi informasi komunikasi (TIK), media sosial, internet, e-health, intensi penggunaan.



ABSTRACT

The global outbreak of Covid-19 makes digital transformation happen faster and requires equal distribution of information and communication technology (ICT), including in the health sector. The use of ICT to support pharmaceutical services needs to be developed in order to better meet the needs of the community regarding internet-based pharmaceutical services.

The purpose of this study was to analyze the factors that influence pharmacists' intentions in using social media and the internet for pharmaceutical services at network pharmacies in the Special Region of Yogyakarta.

This research is analytic observational. A total of 102 respondent pharmacists were selected using a purposive non-random sampling method who practice in network pharmacies in the D.I. Yogyakarta. Data collection was carried out using a questionnaire that had been tested for validity and reliability and then distributed using a Google-form format. Respondents then filled out a questionnaire consisting of 58 questions and signed an informed consent as proof of their willingness to participate voluntarily. Respondent profile data were analyzed descriptively in the form of frequency and percentage. The data then analyzed the correlation of each construct of perception of ICT users with the intention to use pharmacists in the network pharmacy on the use of social media and the internet for pharmaceutical services in pharmacies using Crosstab and Chi-Square analysis. This research has obtained ethical clearance from the Research Ethics Commission of the Duta Wacana Christian University Faculty with the number 1329/C.16/FK/2021.

The results showed that 100% of the network pharmacies of 102 respondents in the study had internet facilities to run their operations. The equipment used by respondents to access the internet includes computers/laptops and gadgets/smartphones. As many as 56.9% of respondents have not maximized the use of the official website owned by network pharmacies, but most of the respondents rely on the internet to find tips on how to use drugs, tips on improving adherence to using drugs, information on howto pay for drugs, looking for source links. – other sources of health information such as information on special sales programs for over-the-counter/OTC drugs, special sales programs for medical devices and schedule of drug consultation appointments with pharmacists. As many as 74.51% (76 people) of respondents, doubts still arise in the use

of online platforms as a means of supporting pharmaceutical services for patients. This can be used as material for evaluation and input for the management of the network pharmacy.

Based on the results of the study that each factor has a positive relationship with the intention to use on the use of social media and the internet by respondents at network pharmacies with a significant value <0,05. So it can be concluded that the research hypothesis which states that there is a relationship between flexibility, perceived advantages, policy, pragmatism, capacity building, quality assurance with the intention to use social media and the internet for pharmaceutical services is accepted.

Keywords: communication information technology (ICT), social media, internet,e-health, usage intention

