

Abstrak

HUBUNGAN PERSEPSI PASIEN PROLANIS DIABETES MELLITUS TERHADAP *WILLINGNESS TO PAY* PELAYANAN KEFARMASIAN DI WILAYAH BANYUMAS TIMUR

Icmi Ahitarani, Vitis Vini Fera, Nia Kurnia Sholihat

Latar Belakang: Apoteker dapat berperan memberikan layanan tambahan guna meningkatkan kualitas pelayanan kefarmasian yang dapat diukur nilai ekonominya melalui pengukuran *Willingness to Pay* (WTP). Namun nilai WTP dapat dipengaruhi oleh faktor lainnya, salah satunya yaitu persepsi pasien tentang apoteker.

Tujuan: Penelitian ini bertujuan untuk mengetahui hubungan antara persepsi pasien tentang apoteker dan nilai WTP pasien untuk suatu pelayanan kefarmasian.

Metodologi: Penelitian ini merupakan studi observasional dengan metode *cross-sectional* yang dilakukan di Kabupaten Banyumas wilayah Timur. Kuesioner persepsi dikembangkan dan diadaptasi dari penelitian Hanna & White. Pengukuran nilai WTP menggunakan kuesioner jenis *payment scale* berdasarkan *hypothetical scenario* pelayanan kefarmasian. Sebanyak 8 Puskesmas dipilih berdasarkan *purposive sampling* kemudian kuesioner diberikan ke 91 pasien Diabetes Mellitus peserta Prolanis yang ditentukan secara *convenience*. Seluruh data dianalisis secara deskriptif dan diuji korelasi menggunakan *spearman's rank*.

Hasil Penelitian: Sebagian besar pasien memiliki persepsi positif (82,4%) dan mayoritas bersedia membayar (89%) dengan rata-rata Rp22.527 (\pm Rp20.660) sedangkan yang paling banyak dipilih (22,2%) adalah Rp50.000. Hasil analisis korelasi menunjukkan terdapat hubungan yang signifikan antara persepsi dan nilai WTP ($p=0,004$; $r=0,297$).

Kesimpulan: Pelayanan kefarmasian terus ditingkatkan dan pelayanan berbasis *Medication Therapy Management* (MTM) mulai dapat dilakukan apoteker secara komprehensif di Fasilitas Kesehatan Tingkat Pertama (FKTP).

Kata kunci: persepsi; *willingness to pay*; prolanis; diabetes mellitus; pelayanan kefarmasian.

Abstract

RELATIONSHIP OF PROLANIS DIABETES MELLITUS PATIENT'S PERCEPTION WITH WILLINGNESS TO PAY FOR PHARMACEUTICAL CARE IN THE EAST BANYUMAS REGENCY

Icmi Ahitarani, Vitis Vini Fera, Nia Kurnia Sholihat

Background: Pharmacists can help provide additional services to improve the quality of pharmaceutical services that can assess economic value by Willingness To Pay (WTP). However, the WTP value can be approved by other factors, one of which is the patient's perception of the pharmacist.

Objective: To determine the relationship between patient perceptions of pharmacists abilities and value of WTP for pharmaceutical care.

Methods: This research is an observational study with a cross-sectional design in the East Banyumas Regency. The perception questionnaire was developed and adapted from Hanna & White's research. To measurement of WTP value used a payment scale type questionnaire based on a hypothetical scenario of pharmaceutical services. A total of 8 Primary Health Facilities were selected based on purposive sampling and then questionnaires were given to 91 Diabetes Mellitus patients were selected by convenience sampling. All data were analyzed descriptively and correlation analyzed using Spearman's Rank method.

Results: Most of the patients had positive perception (82.4%) and agreed to receive payment (89%) with an average of Rp22,527 (\pm Rp20,660) while the most chosen (22.2%) was Rp.50,000. The results of the analysis of the differences showed a significant relationship between perception and WTP value ($p=0.004$; $r=0.297$).

Conclusion: Increasing pharmaceutical services and application services based on Therapy Management Management (MTM) by pharmacists comprehensively in primary health facilities.

Key word: perception, willingness to pay, prolanis, diabetes mellitus, pharmaceutical care.