

Abstrak

HUBUNGAN KARAKTERISTIK PASIEN PROLANIS HIPERTENSI DENGAN NILAI *WILLINGNESS TO PAY* TERHADAP LAYANAN KEFARMASIAN OLEH APOTEKER DI BANYUMAS WILAYAH TIMUR

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Latar Belakang: Apoteker berperan dalam memberikan layanan kefarmasian bagi pasien hipertensi, salah satunya layanan *Medication Therapy Management* (MTM). Layanan ini perlu ditawarkan pada pasien dan diukur manfaatnya menggunakan pengukuran *Willingness to Pay* (WTP). Terdapat beberapa faktor yang dapat mempengaruhinya, termasuk faktor karakteristik pasien.

Tujuan: Penelitian ini bertujuan mengetahui hubungan karakteristik pasien prolans hipertensi dengan nilai WTP terhadap layanan kefarmasian oleh apoteker di Banyumas wilayah Timur.

Metodologi: Penelitian ini merupakan studi non-eksperimental dengan pendekatan *cross-sectional* yang melibatkan pasien prolans hipertensi di Banyumas wilayah timur. Pengambilan sampel menggunakan teknik *accidental sampling*. Diperoleh 93 pasien yang memenuhi syarat inklusi. Penelitian ini menggunakan *hypothetical scenario* untuk menawarkan layanan kefarmasian dan menggunakan *payment scale* Rp 0 – Rp 50.000,00 untuk mengukur WTP. Analisis data univariat dilakukan untuk mengetahui gambaran karakteristik dengan WTP pasien, sedangkan analisis bivariat dilakukan untuk mengetahui hubungannya.

Hasil Penelitian: Hasil penelitian menunjukkan bahwa karakteristik pasien didominasi oleh perempuan, berusia >65 tahun, pendidikan akhir SD, tidak bekerja, dan memiliki pendapatan <Rp 1.600.000,00. Nilai rata-rata WTP (\pm SD) yang didapatkan sebesar Rp 19.623,65 (\pm Rp 15.237,90). Tidak terdapat hubungan antara karakteristik pasien prolans hipertensi dengan nilai WTP layanan, kecuali karakteristik pendapatan pasien ($p = 0,009$; $p < 0,05$; $r = 0,271$)

Kesimpulan: Perlu adanya pengenalan lebih lanjut mengenai peran dan fungsi apoteker pada pasien prolans. Serta diharapkan dapat terlaksananya layanan yang serupa dengan layanan berbasis MTM.

Kata kunci : *Willingness to Pay*, Hipertensi, MTM, Pengelolaan penyakit kronis, Apoteker.

Abstract

CORRELATION BETWEEN THE CHARACTERISTICS OF PROLANIS HYPERTENSION PATIENTS WITH THE PATIENTS' WILLINGNESS TO PAY VALUE TOWARDS PHARMACY CARE BY PHARMACISTS IN THE EAST REGION OF BANYUMAS

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Background: Pharmacists play a role in providing pharmaceutical services for hypertension patient, one of which is the Medication Therapy Management (MTM) service. This service is needed to offer to patient and measured by Willingness to Pay (WTP). There are several factors that can influence it, including the characteristics of patients.

Objective: This study aimed to determine the correlation of the characteristics of hypertension prolanis patients with the patients' Willingness to Pay (WTP) towards pharmacy services by pharmacists in the East Region of Banyumas.

Methodology: This research is a non-experimental study with cross-sectional approach which was involved hypertension prolanis patients in the eastern Banyumas region, using accidental sampling technique. There were 93 patients who met the inclusion requirements were obtained during the process. This study used a hypothetical scenario to offer pharmaceutical services and used payment scale of Rp 0 - Rp 50,000.00 to measure WTP. Univariate data analysis was performed to determine the characteristics description of the patient's WTP, while the bivariate analysis was carried out to determine the relationship.

Results: The results showed that the characteristics of the patients were dominated by women, aged >65 years old, elementary school graduates, were not working, and had an income of <Rp 1.600.000,00. The average value of PAPs (\pm SD) obtained was Rp 19.623,65 (\pm Rp 15.237,90). There is no correlation between the characteristics of hypertension prolanis patients with the value of WTP services other than the patients' income ($p = 0.009$; $p < 0.05$; $r = 0.271$).

Conclusion: Further understanding of the *role* and functions of pharmacists is needed for all prolanis patients. Hopefully, similar services with those which are MTM-based.

Keywords: *Willingness to Pay*, Hypertension, MTM, Management of Chronic Disease, Pharmacists