

INTISARI

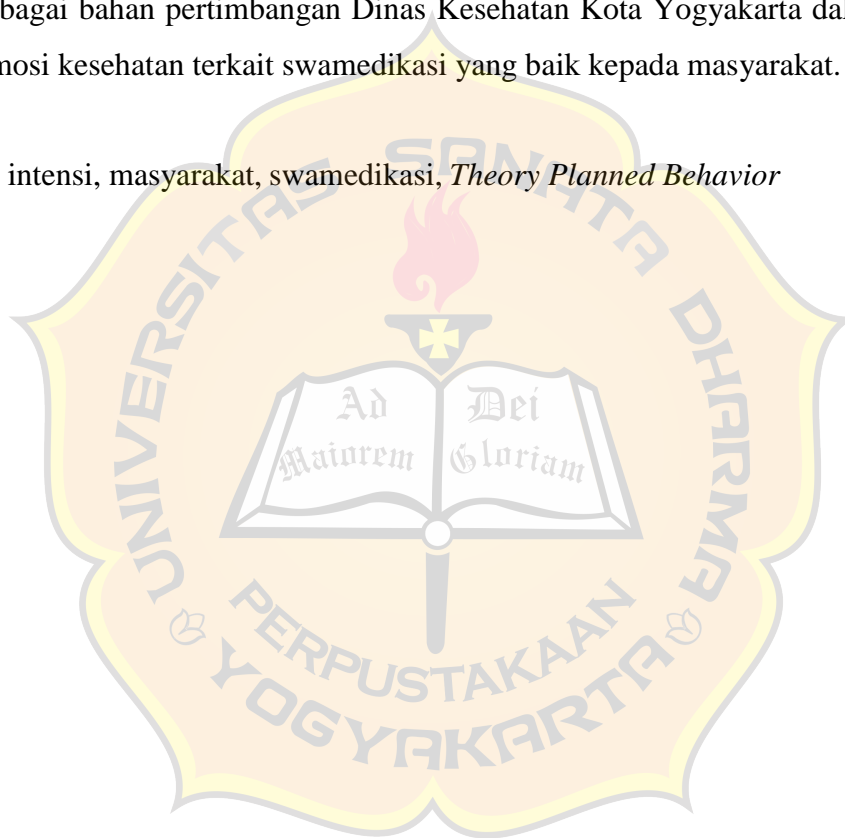
Swamedikasi merupakan upaya pertama dan yang terbanyak dilakukan masyarakat untuk mengatasi keluhan kesehatannya sehingga peranannya tidak dapat diabaikan begitu saja. Berdasarkan data Profil Kesehatan Kota Yogyakarta terjadi penurunan sebesar 38,7 % jumlah kunjungan rawat jalan di RSUD Kota Yogyakarta tahun 2020 dibanding dengan tahun 2019. Selama pandemi COVID-19 sebanyak 70% pasien dengan penyakit kronis mangkir dari kontrol rutin dan 12% melewatkan proses pengobatannya sehingga meningkatkan angka kematian sebanyak 1,3%. Beberapa dampak yang terjadi akibat dampak pandemi COVID-19 terhadap perubahan perilaku *health seeking* ini menjadi dasar dilakukannya penelitian ini. Tujuan penelitian ini adalah untuk mengetahui faktor yang berkontribusi terhadap intensi swamedikasi di kalangan masyarakat di masa pandemi COVID 19 ini. Faktor intensi akan ditinjau menggunakan kerangka teori *Theory of Planned Behaviour* (TPB).

Jenis penelitian ini adalah studi observasional analitik dengan desain *cross sectional*. Hipotesis dalam penelitian ini adalah terdapat kontribusi dari variabel bebas (*attitude*, *subjective norm*, dan *perceived behavioral control*) terhadap variabel terikat (intensi swamedikasi). Instrumen penelitian disusun berdasarkan hasil telaah pustaka dan telah melalui validasi konten oleh *expert judgement*, uji reliabilitas dengan nilai Alpha Cronbach's 0,930 > 0,6, dan uji pemahaman bahasa. Sampel dipilih dengan teknik *Cluster Sampling* dengan jumlah sampel minimal sebanyak 144 responden. Kriteria inklusi dalam penelitian ini adalah masyarakat berusia ≥ 18 tahun dan mengalami keluhan kesehatan dalam kurun waktu sebulan terakhir. Kriteria eksklusi dalam penelitian ini adalah masyarakat yang kesulitan menggunakan *smartphone*. Kuesioner disebarakan dalam bentuk *Google form*. Analisis data dilakukan secara deskriptif dengan frekuensi dan persentase, uji asumsi klasik dinyatakan memenuhi persyaratan, dilanjutkan dengan uji regresi linear berganda.

Sebanyak 144 responden terlibat dalam penelitian ini. Keluhan kesehatan yang dialami responden terbanyak adalah masuk angin (57 kasus) dan sakit kepala (50 kasus). Tindakan yang diambil responden dalam mengatasi keluhan kesehatan terbesar adalah perawatan mandiri (78,47%). Perawatan mandiri yang dilakukan meliputi istirahat cukup (18,6%), melakukan penyembuhan tanpa obat (6,94%), swamedikasi dengan obat herbal (4,86 %), swamedikasi dengan obat modern (4,86 %). Kombinasi keempat tindakan tersebut memiliki proporsi paling besar yaitu 43,75 %. Responden yang memilih swamedikasi sebagian besar memilih apotek (77,50%) sebagai tempat membeli obat.

Dari hasil penelitian ini variabel *attitude* ($p \text{ value} \leq 0,05$, $t \text{ hitung} > t \text{ tabel}$) dan *perceived behavioral control* ($p \text{ value} \leq 0,05$, $t \text{ hitung} > t \text{ tabel}$) menunjukkan adanya kontribusi parsial terhadap intensi swamedikasi. Sedangkan *subjective norm* ($p \text{ value} \geq 0,05$, $t \text{ hitung} < t \text{ tabel}$) secara parsial tidak berpengaruh terhadap intensi swamedikasi. Konstruk *perceived behavioral control* merupakan faktor yang paling berkontribusi dalam intensi swamedikasi dengan nilai koefisien beta (β) sebesar 0,017. Hasil uji F menunjukkan bahwa *attitude*, *subjective norm*, dan *perceived behavioral control* secara simultan berkontribusi sebesar 26,4% terhadap intensi swamedikasi ($p \text{ value} \leq 0,05$, $F \text{ hitung} > F \text{ tabel}$, $R \text{ Square} = 0,264$). Sisanya 73,6 % dipengaruhi variabel lain di luar penelitian ini. Hasil penelitian ini dapat digunakan sebagai bahan pertimbangan Dinas Kesehatan Kota Yogyakarta dalam menyusun program promosi kesehatan terkait swamedikasi yang baik kepada masyarakat.

Kata kunci : intensi, masyarakat, swamedikasi, *Theory Planned Behavior*



ABSTRACT

Self-medication is the first and most common effort by the community to deal with health complaints, so its role cannot be ignored. Based on the Yogyakarta City Health Profile data, there was a 38.7% decrease in the number of outpatient visits at the Yogyakarta City Hospital in 2020 compared to 2019. During the COVID-19 pandemic, 70% of patients with chronic diseases were absent from routine control and 12% missed the treatment process, thereby increasing the mortality rate by 1.3%. Some of the impacts that occurred due to the impact of the COVID-19 pandemic on changes in health-seeking became the basis for conducting this research. The purpose of this study was to determine the factors that contributed to the intention of self-medication among the community during the COVID-19 pandemic. The intention factor will be reviewed using the theoretical framework of the Theory of Planned Behavior (TPB).

This type of research is an analytic observational study with a cross-sectional design. The hypothesis in this study is that there is a contribution from the independent variables (attitude, subjective norm, and perceived behavioral control) to the dependent variable (self-medication intention). The research instrument was compiled based on the results of a literature review and has been through content validation by expert judgment, a reliability test with Cronbach's Alpha value of $0.930 > 0.6$, and a language comprehension test. The sample was selected using Cluster Sampling with a minimum sample size of 144 respondents. The inclusion criteria in this study were people aged 18 years who had health complaints within the past month. The exclusion criteria in this study were people who had difficulty using smartphones. The questionnaire was distributed in the form of a Google form. Data analysis was carried out descriptively with frequency and percentage, the classical assumption test was declared to meet the requirements, followed by multiple linear regression testing.

A total of 144 respondents were involved in this study. The most common health complaints experienced by respondents were colds (57 cases) and headaches (50 cases). Actions taken by respondents in dealing with the biggest health complaints are self-care (78.47%). Self-care carried out included adequate rest (18.6%), healing without drugs (6.94%), self-medication with herbal medicines (4.86%), and self-medication with modern medicine (4.86%). The combination of these four actions has the largest proportion of 43.75%. Respondents who chose self-medication mostly chose pharmacies (77.50%) as a place to buy drugs.

From the results of this study, the attitude (p-value 0.05, t count > t table) and perceived behavioral control (p-value 0.05, t count > t table) showed a partial contribution to self-medication intentions. Meanwhile, subjective norm (p-value 0.05, t count < t table) partially does not affect self-medication intentions. Construct perceived behavioral control is the most contributing factor in self-medication intention with a beta coefficient (β) of 0.017. The results of the F test showed that attitude, subjective norm, and perceived behavioral control simultaneously contributed 26.4% to self-medication intentions (p-value 0.05, F count > F table, R Square = 0.264). The remaining 73.6% is influenced by other variables outside of this study. The results of this study can be used as consideration for the Yogyakarta City Health Office in preparing health promotion programs related to good self-medication in the community.

Keywords: intention, community, self-medication, Theory Planned Behavior

