

ABSTRAK

Transformasi digital pada pelayanan kesehatan mendorong perkembangan apotek daring termasuk aplikasi Kimia Farma Mobile sebagai respons regulasi penyerahan obat secara elektronik dan kebutuhan telefarmasi. Regulasi Penyelenggaraan Sistem Elektronik Farmasi (PSEF) sekaligus menyingkap kesenjangan antara kepemilikan perangkat dan literasi digital masyarakat Nusa Tenggara Barat sehingga adopsi layanan kesehatan digital belum merata. Intervensi promotif yang kontekstual diperlukan untuk menutup kesenjangan tersebut. Metode promosi berbasis multimedia yang menggabungkan video edukasi dan seminar luring dipilih untuk meningkatkan pemahaman, membangun kepercayaan, dan mendorong perubahan perilaku pengguna.

Penelitian ini menggunakan rancangan eksperimen murni (*true experimental design*) dengan model *pre-test and multiple post-test two group design*. Sampel penelitian terdiri atas 100 responden yang diambil secara acak dari dua kota dan delapan kabupaten di Provinsi Nusa Tenggara Barat. Kelompok eksperimen berjumlah 50 orang diberikan perlakuan berupa video edukasi dan seminar offline, sedangkan kelompok kontrol tidak memperoleh perlakuan. Data dikumpulkan melalui kuesioner berbasis skala Guttman dan Likert, kemudian dianalisis menggunakan metode *Rank Based Longitudinal Test* (RBLT) untuk menguji perubahan longitudinal variabel pengetahuan, sikap, dan perilaku berdasarkan waktu dan kelompok perlakuan.

Hasil penelitian menunjukkan intervensi promosi kesehatan melalui video edukasi dan seminar offline dapat meningkatkan pengetahuan, sikap, dan perilaku masyarakat. Analisis RBLT menunjukkan efek waktu untuk pengetahuan $F = 1379,19$ ($df = 3$; $p < 0,001$) serta interaksi Group:Time $F = 456,55$ ($df = 3$; $p < 0,001$), menandakan terjadi perubahan secara signifikan. Nilai Relative Treatment Effect pada eksperimen meningkat dari 0,2428 menjadi 0,91595 pada pengukuran akhir, sedangkan kontrol hanya mencapai 0,45245. Kenaikan Relative Treatment Effect menggambarkan keberhasilan intervensi dalam membentuk pengetahuan, sikap positif dan mendorong adopsi perilaku penggunaan aplikasi Kimia Farma Mobile secara lebih rasional dan berkelanjutan.

Kata Kunci: Apotek Digital, Pengetahuan, Sikap, Perilaku.

ABSTRACT

Digital transformation in healthcare services has driven the development of online pharmacies, including the Kimia Farma Mobile application, in response to regulations on electronic drug dispensing and the need for telepharmacy. The regulation on the Implementation of the Electronic Pharmacy System (PSEF) also exposes the gap between device ownership and digital literacy in the community of West Nusa Tenggara, leading to uneven adoption of digital health services. Contextual promotional interventions are necessary to close this gap. A multimedia-based promotional method combining educational videos and offline seminars was chosen to enhance understanding, build trust, and encourage behavioral change in users.

This study uses a true experimental design with a pre-test and multiple post-test two-group design model. The research sample consisted of 100 respondents randomly selected from two cities and eight regencies in West Nusa Tenggara Province. The experimental group, consisting of 50 individuals, was given the intervention in the form of educational videos and offline seminars, while the control group did not receive any treatment. Data were collected using Guttman and Likert scale-based questionnaires, then analyzed using the Rank Based Longitudinal Test (RBLT) method to test the longitudinal changes in knowledge, attitudes, and behavior over time and across treatment groups.

The results of the study showed that health promotion interventions through educational videos and offline seminars significantly increased knowledge, attitudes, and behavior. The RBLT analysis showed a time effect for knowledge $F = 1379.19$ ($df = 3$; $p < 0.001$) as well as a Group:Time interaction $F = 456.55$ ($df = 3$; $p < 0.001$), indicating a significant change. The Relative Treatment Effect value in the experimental group increased from 0.2428 to 0.91595 at the final measurement, while the control group only reached 0.45245. The increase in Relative Treatment Effect illustrates the success of the intervention in shaping knowledge, positive attitudes, and encouraging the adoption of the Kimia Farma Mobile application in a more rational and sustainable manner.

Keywords: Digital Pharmacy, Knowledge, Attitudes, Behavior.