

ABSTRAK

Perkembangan teknologi informasi telah mendorong meningkatnya penggunaan platform digital dalam pelayanan kesehatan, termasuk pembelian obat secara online. Meskipun memberikan kemudahan akses, masyarakat masih memiliki berbagai pertimbangan dalam memanfaatkan layanan tersebut. Penelitian ini bertujuan untuk mengetahui persepsi masyarakat yang berkunjung di Rumah Sakit Umum Daerah Bandung Kiwari terhadap pembelian obat melalui platform digital. Penelitian menggunakan metode deskriptif dengan pendekatan kuantitatif. Data dikumpulkan menggunakan kuesioner pada 393 responden, dengan 117 responden yang memiliki pengalaman membeli obat secara online dijadikan subjek analisis persepsi. Analisis data dilakukan secara univariat menggunakan *Statistical Package for the Social Sciences* (SPSS) dan disajikan dalam bentuk distribusi frekuensi serta persentase. Hasil penelitian menunjukkan bahwa mayoritas responden yang pernah membeli obat secara online berusia 18–25 tahun (49,57%), berjenis kelamin perempuan (60,68%), berpendidikan perguruan tinggi (48,72%), dan bekerja (68,38%). Secara umum, masyarakat menunjukkan persepsi positif terhadap pembelian obat melalui platform digital pada aspek produk, harga, tempat, promosi, pelayanan kefarmasian, dan informasi obat. Namun, masih terdapat sebagian responden yang menyatakan keraguan terhadap keaslian obat yang dibeli melalui aplikasi atau website, sehingga aspek keamanan dan jaminan mutu produk tetap menjadi perhatian dalam penggunaan layanan tersebut. Oleh karena itu, peningkatan pengawasan, transparansi informasi, dan jaminan keaslian obat diperlukan untuk meningkatkan kepercayaan masyarakat terhadap layanan *e-pharmacy* di Indonesia.

Kata kunci: persepsi masyarakat, pembelian obat online, platform digital, *e-pharmacy*, keaslian obat.

ABSTRACT

The advancement of information technology has increased the use of digital platforms in healthcare services, including online medication purchasing. Although these platforms offer greater convenience and accessibility, public acceptance of such services is influenced by various perceptions. This study aimed to describe the perceptions of visitors at Bandung Kiwari Regional General Hospital toward purchasing medicines through digital platforms. A descriptive quantitative approach was employed. Data were collected using a questionnaire distributed to 393 respondents, of whom 117 had previous experience purchasing medicines online and were included in the perception analysis. Data were analyzed using univariate statistical methods with the Statistical Package for the Social Sciences (SPSS) and presented as frequency distributions and percentages. The findings showed that most respondents who had purchased medicines online were aged 18–25 years (49.57%), female (60.68%), had a higher education background (48.72%), and were employed (68.38%). Overall, respondents demonstrated positive perceptions toward online medicine purchasing in terms of product quality, pricing, platform accessibility, promotion, pharmaceutical services, and drug information. However, some respondents expressed concerns regarding the authenticity of medicines purchased through applications or websites, indicating that product safety and quality assurance remain important considerations. Therefore, strengthening regulatory oversight, improving information transparency, and ensuring drug authenticity are essential to enhance public trust in e-pharmacy services in Indonesia.

Keywords: public perception, online medicine purchase, digital platform, e-pharmacy, drug authenticity.