

Pemilihan tempat membeli untuk obat anti nyeri dan anti demam dijual bebas berdasarkan sikap konsumen Indonesia = Channel preference for analgesics antipyretics over the counter otc based on Indonesia consumer attitude

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Abstrak

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Tujuan dari penelitian ini adalah untuk mengetahui dimana konsumen Indonesia membeli obat anti nyeri dan anti demam yang dijual bebas dan mengapa mereka membeli di tempat tersebut. Untuk memiliki bisnis yang berkelanjutan, maka sangat penting untuk memahami dimana konsumen Indonesia membeli obat anti nyeri dan anti demam yang dijual bebas. Kombinasi dari metode kualitatif dan kuantitatif digunakan untuk memberikan pemahaman yang lebih baik terhadap masalah. Kualitatif menggunakan wawancara dengan responden diatas 18 tahun dan sudah pernah membeli dan menggunakan obat anti nyeri dan anti demam yang dijual bebas. Metode kuantitatif menggunakan survei kros seksional. Dari penelitian ditemukan bahwa konsumen Indonesia masih memilih membeli di tempat khusus menjual obat dibandingkan dengan tempat yang secara umum menjual semua produk untuk obat anti nyeri dan anti demam yang dijual bebas. Tempat khusus menjual obat meliputi apotik, rumah sakit dan toko obat sedangkan tempat yang secara umum menjual semua obat termasuk obat meliputi warung dan mini/supermarket. Konsumen melihat tempat membeli tidak hanya sebagai tempat membeli namun juga berkontribusi pada pemberian informasi dan pengetahuan kepada masyarakat. Ada beberapa aspek terkait tempat yang menjadi alasan konsumen memilih tempat tertentu. Enam aspek meliputi jaminan keaslian obat, bantuan untuk memilih obat yang benar, bantuan untuk informasi yang terpercaya, kebebasan untuk melihat dan memegang obat sebelum membeli, kebebasan untuk memilih obat sendiri dan harga obat yang murah. Urutan untuk preferensi tempat membeli obat anti nyeri dan anti demam yang dijual bebas meliputi apotik, rumah sakit, toko obat, warung dan mini/supermarket. Pemilihan tempat ini didorong oleh enam aspek terkait tempat tersebut. Tempat khusus menjual obat memiliki kekuatan pada aspek jaminan keaslian obat, bantuan membeli obat yang benar dan informasi yang terpercaya. Sedangkan tempat yang menjual semua produk memiliki kekuatan pada aspek kebebasan untuk melihat dan memegang obat sebelum membeli, kebebasan untuk memilih obat sendiri dan harga obat yang murah. Ada faktor-faktor yang tidak diteliti pada penelitian ini seperti lokasi tempat, kemudahan akses ke tempat dan batasan waktu yang dimiliki konsumen. Penelitian disarankan untuk diperluas hingga ke luar Jakarta agar dapat menjangkau ke tempat menjual yang lebih tradisional dibandingkan tempat menjual yang modern di Jakarta.

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ABSTRACT

The purpose of this research is to examine where do Indonesia consumers buy their analgesic antipyretics OTC drug and why do they choose that place. To have a sustainable business in Indonesia, it is important to understand the channel preferred by the consumer to buy analgesic antipyretics OTC. Combination of both qualitative and quantitative method is used to have holistic understanding of the problem. Qualitative is using multiple interviews with respondent above 18 years old and has experience with buying and using

analgesic antipyretics OTC drug. The quantitative method uses cross sectional survey. The research discovered that Indonesia consumers still prefer to buy in specialized channel compare to mass channels for analgesic antipyretics OTC drug. Specialized channel consists of pharmacy, hospital and drug store while mass channels consist of retails and mini/supermarket. Consumers see the channel not only as a place to buy but also contribute to support on the information and knowledge. There are attributes relate to place that is search by the consumers. The six attributes are assurance of authentic drug, assisting for getting the right drug, assisting for giving trusted information, freedom to see and touch the drug before buying, freedom to choose own drug and cheap drug price. The channel preference for analgesic antipyretics OTC drug is as follow : pharmacy, hospital, drug store, retail and super/mini market. The preference of the channel is driven by six attributes relate to channel that is search by the consumer. Specialized channel has strength for attributes such as assurance of authentic drug, assisting for getting the right drug and for giving trusted information while mass channels has strength for attributes such as freedom to see and touch the drug before buying, freedom to choose own drug and cheap drug price. Some limitations are, more extrinsic, factors such as channel location, the ease with which a channel that can be accessed, and time constraints are not included in the study. Another limitation due to scope in Jakarta. It is encourage to expand the research outside Jakarta to reach more traditional outlet compare to modern outlet in Jakarta.

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