



Factors affecting consumers in buying drugs through online

Ambar Dwi Erawati¹, Mona Tiorina Manurung², Chusnul Zulaika³

^{1,2,3} Faculty of nursing and business engineering, Widya Husada Semarang University, Semarang, Indonesia

ARTICLE INFO

Article history:

Received Jun 07, 2023

Revised Jun 08, 2023

Accepted Jun 17, 2023

Keywords:

Drug transaction;
Drug abus;
Easy;
Security.

ABSTRACT

The behavior of human buying and selling transactions has changed from face-to-face transactions to online transactions. Changes in transaction behavior also occur in the sale and purchase of drugs. People choose to buy online because they think it is cheaper and easier. The community does not consider the safety of the drugs consumed. By using an analytic survey method involving 77 respondents, with a backward stepwise conditional logistic linear regression test analysis, researchers want to examine what factors influence consumers in buying drugs online. The result of this study is that the completeness of the drug, the quality of the drug, the price of the drug, information about the drug, and the ease of obtaining the drug gives a significant value of 0.001 in buying drugs online. There needs to be an evaluation to reduce drug abuse, the public must be careful about the drugs purchased by paying attention to the drug distribution permit, the condition of the drug that is not damaged, and the side effects of drug use. This research can be taken into consideration by business actors in the pharmaceutical sector in increasing drug sales through online by improving these factors.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Ambar Dwi Erawati,
Informatika Medic,
Widya Husada Semarang University,
Jl. Subali Raya No 12 Krapyak, Semarang Indonesia.
E-mail: ambarerawati@gmail.com

INTRODUCTION

The Internet is proof of development technology. The real existence of the internet it's been a long time coming. The internet is growing stable at each year, so raises comfort for users. In Indonesia, the internet entered in 1994 official, moment the internet is utilized in everything field (Asia, 2021).

Agreement The ASEAN Economic Community (AEC) was carried out by ASEAN member countries in 2015, has the objective For increase the development economy, and progressive social and development culture in SEAN member countries. (Princess, 2021) Progress technology supports the implementation of AEC in Indonesia(Princess, 2021). Form MEA implementation is one of them is online sales. Online sales don't know territorial boundaries, sellers, and buyers No meet direct To do transactions, the distance between seller and buyer is Possible No One area Can So different islands or different countries.

Influencing factors _ for the consumer in choosing a place to purchase based on results of research conducted _ by Hope (2015) are location, equipment, and costs. Close location, easily obtained or accessed easily is the choice, of the consumer. Consumers want their needs he has to

want can obtain in one place (Harahap, 2015). With development technology and the mushrooming marketplace of course location No be one _ factor in election place purchase.

Based on the results of research conducted by Lina Aryani (2019), influencing factors consumer choose to buy online is _ quality product that doesn't There is a difference between online and offline, online prices are cheaper, though There is fare Send However Still there is a free promo fare send, security product, service seller (Aryani, 2016).

Change behavior society that does transaction sell buy goods Online also occurs in purchases of medicine. Previously purchase the drug in a manner conventional done in a pharmacy or at the drugstore. Condition digitization public Lots Utilize the Internet on purchases medicine. Proof that consumers choose purchase drugs online is _ many electronic systems a sales site drug online. Based on results Hafsah Fatimah 's research (2021) provides description of 40% behavior public more choose drug online (Fatima, 2021).

Drug used doctor For treatment , however drug own effect side that can caused seriously you can endanger body (Ministry of Health RI, 2006). Research results show that public consider effect aside the moment consuming Common cold medicine is a process of healing. presumption respondent like That must addressed in a manner Be careful Because There is trend ignore detrimental effect moment consume medicine and stuff this is very dangerous for condition patient (Aqnes Budiarti, Dharmika Wijaya Sakti, 2009). Can interpreted public No understand danger consume effect side drug especially drugs consumed. No on instruction doctor. associated with purchase drug online, consumers No notice possible danger happened.

Development technology change civilization public in be one of them in transact medicine. Purchase drug Online supported with many electronic systems that facilitate sale drug online. Factor What only influences consumers who buy drug online?

RESEARCH METHOD

Quantitative research withan analytical survey approach with a crosssectional design. The research was conducted in Semarang City, with population as many as 235 lecturers so that samples with the slovin formula were obtained as many as 77 lecturers. How to collect data by ecsidental sampling with a questionnaire instrument in the form of a google form. Google form the author sends in the whatsapp group communication forum of the Central Java Research and Community Service Institute. The inclusion criteria in sampling are lecturers in the Semarang city area, who have bought drugs online. The data were carried out backward stepwise conditional type logistic linear regression test with the help of SPSS. The significance value that the researchers used was 0.005. T table with sample 77 found 1.664.

The independent variables in this study are completeness of choice, quality of drugs, price, availability of information, ease of obtainment, and habits. The dependent variable is buying drugs online.

RESULTS AND DISCUSSIONS

Result

In this study, the variables of drug completeness, drug quality, drug prices, information about drugs, and ease of obtaining drugs are factors that support consumers in buying drugs online. The results of the backward stepwise conditional analysis are shown in the table below.

Table 1. Backward stepwise conditional analysis results

Variable	T Value	Significant
Completeness	20,518	0,001
Quality	20,313	0,001

Price	10,321	0,001
Information	33,054	0,001
Ease	8,258	0,001

There were 77 respondents in this study, found df of 76 and table t value of 1.665. After a backward test of drug completeness, the test results gave a significant value of 0.001 and t value of 20.518 or exceeding the table t value, which can be interpreted as product completeness is a factor that supports consumers in buying drugs online.

The results of uji backward on product quality give a significant of 0.001 and a t value of 20.313 or exceed the t value of the table, so it can be interpreted that drug quality is a factor that supports consumers in buying drugs online. Consumers assume that drugs sold online are of the same quality.

The results of uji backward on drug prices give a significant value of 0.001 and a t value of 10.321 or more from the table t value, meaning that price is a factor that supports consumers in buying online. The price of drugs sold online varies from one drug store to another so that consumers can choose the cheapest price.

The results of uji backward on drug information provided on online sales sites provide a significant value of 0.001 and a t value of 33.054 or exceed the t value of the table so that it can be interpreted drug information listed on the website even though it is incomplete still makes consumer choices in buying drugs online.

Discussion

Factor Completeness Drug

The completeness of medicinal products has a significant influence in buying drugs by consumers. A variety of products to choose from, the presence of substitute products When the desired drug is not available, consumers can open their own storefronts without having to use the seller's permission as at the time of offline purchase.

Completeness product is product offered by the seller For noticed , owned , used , or consumed so that can fulfil desire or need consumer (Kotler, Armstrong, 2004). Product said complete when all type products produced by manufacturers available For offered to future consumers can owned , used or consumed by consumers produced by producers (Kotler, Armstrong, 2008) .

Indicator completeness product according to Pujiastuti (2009) and Hafidzi (2013) are cited by Nurmin covers Completeness variation form goods offered; Completeness variation size goods offered ; Products offered is need daily ; Products offered quality ; Availability products sold ; Type available brands (Nurmin & Eramaya, 2018).

Drug store, online pharmacy in promote product drugs being sold with install into the online shop window. Marketing product drug free easy advertised by party manufacturers , however For drug hard No permitted For advertise except in print health science or print media scientific pharmaceutical (BPOM RI, 2021). Good marketing, continuous promotion with new applications by showing a competitive advantage, giving an advantage (Rejeb et al., 2022). Marketing communication strategies through digital marketing can build and influence brand awareness in consumers or potential consumers so that they are familiar with the existence of the brand (Pambudi, bambang setiyo, 2019).

It is easier for consumers to choose the desired drug by looking at the drug along with information about the drug. However, the sale of the drug through online has a weakness that is detrimental to consumers in the delivery of consumers cannot see directly the drugs installed on Showcase (only pictures), it could be that the new seller finds a new.

Factor Quality Drug

Consumer will investigate quality product to be he buy with see quality goods. Quality is ability product For carry out function including inside it is durability product , reliability product , speed of service(Kotler, Armstrong, 2008). Factor supporter's buyer in taking decision purchase one of them is quality product. Competition in sales as well as for increase request consumer company must try to produce quality product. One thing to want customer gets goods quality at the price lowest(Brata, 2017). Quality product is reject measuring from something product For can said product the Good or no, in other words, quality product is ability from the product the For demonstrate function(Cardia et al., 2019).

Drugs own different reactions for each man, varies reaction Because of the characteristics man for example age, type gender, nutritional status, and others(Cristiano Antonino, 2022). Buying public drugs online without a recipe doctor Can be effective or have no effect because the reaction chemistry of drugs or drugs consumed has no appropriate target. The community looks for quality purchased drugs online with see buyers' comments previously to the medicine purchased.

Price Factor

Research conducted by Asma (2018) states that price something product can raises loyalty customer(Asma et al., 2018). Supported by research conducted by Cardia, et al (2019) that the more Good price something product will add loyalty buyers , however no price Good lower loyalty buyer(Cardia et al., 2019). Indicator perception price there is task that is

- a. Power Price Competitiveness
High Low price noticed consumer with compare price with price competitors.
- b. Suitability Price with Price Benefits
High low price noticed by consumers from benefits from purchased product. Product give benefit bigger or the same with the amount paid, the consumer consider balanced between prices and benefits product. However, When the amount is already paid no in accordance with received benefits consumer, then considered expensive price.
- c. Price Appropriate
Price is used as an indicator of product quality. If a high price is considered good product quality, vice versa, good product quality is followed by a high price(Muharam & Soliha, 2017). Another study conducted by Rachel Gohar et al, resulted in that income has a detrimental impact on consumer spending but does not occur in Indonesia and China. However, in the short term, prices have an asymmetrical effect on consumer spending in Indonesia, Russia, and Turkey(Gohar et al., 2022).

Research conducted by Hernikasari at.al (2022) supports this Cardina, that price give significant influence in decide purchase (Hernikasari et al., 2022). On purchase drug through online, buyers can easy access through internet network, compare price drugs in drug stores / pharmacies that are one to another.

Factor Information

Results of research conducted Desy W and Endang P (2018) that There is significant influence between quality information to decision buy online(Desy Wahyuni, 2018) .Different with results his research Subagyo that information No influence to decision purchase(Subagyo, Tukidi , 2019). Influencing factors quality E-Commerce information (quality of information) is relevance, accuracy and precision time. Information submitted relevant (exists suitability) for user, the information presented No misleading (accurate), and accuracy time. (Romla & Ratnawati, 2018) Quality information about product or the services provided by a website will be influence interest buyer via online.

Today E-Comers provides solutions to meet customer needs for complete availability(Ongowarsito et al., 2011). Drug is material chemistry that can caused exists reaction in

body, society will utilize information about product medicine to be bought. Medication installed on showcase. However, no accompanied with information make buyer No Certain to drug them.

Factor convenience

Transaction online purchase, consumer only A little activity, no must do procedures at the time buy offline. convenience procedure simple ordering procedure various payments accordingly desire buyers, and the ease of the delivery process fast and precise product strengthen patient for buy online.

Convenience use application used for transact give influence positive to interest use Return (Gama Putra Brahmanta & Nuruni Ika Kusuma Wardhani, 2021). Also supported by his research Ivan Sidarta (2014) that convenience give influence significant to decision purchase online (Sidharta & Sidh, 2014).

Purchase Can done independently by consumers or on recipe doctor. Medication included class free and free limited can bought in a manner free by consumers. Whereas class drug hard, narcotic bought with recipe doctor. Sale drug online yet arranged terms, give opportunity for seller serve purchase the right medicine with recipe doctor, yes given without recipe doctor. For buyers also with easy buy desired drug No use recipe, buy based on history medicine ever consumed or buy drug based on information utility medicine. Easy meaning in buy drug online can see from two side that is easy procedure without _ through procedure and simplicity get drug without must activity many.

CONCLUSION

Technology has changed consumer habits in drug transactions. The completeness of drugs installed in online storefronts, the quality of drugs that are considered the same between online and online purchases, price competition between online and offline, information listed on a complete website, and the ease of obtaining drugs are factors that influence buyers in choosing drugs online. People do not pay much attention to the safety and dangers of drugs purchased online. There needs to be an evaluation from the government regarding online drug sales to reduce drug abuse. People who purchase drugs online need to be careful of drugs purchased by paying attention to drug distribution permits, undamaged drug conditions, and side effects of drug use. For the next research it is necessary to compare the profit and the amount of drug sales through online in pharmacies.

ACKNOWLEDGEMENTS

Thank you to the Research and Community Service Institute of Widya Husada University Semarang, which has provided funding for this research activity. Thank you also to the Communication Forum of the Central Java Research and Community Service Institute for granting the author permission to distribute the questionnaire through googleform in the whatsapp group.

References

- Aqnes Budiarti, Dharmika Wijaya Sakti, D. T. M. A. (2009). Kerasionalan penggunaan obat bebas dan obat bebas terbatas common cold dalam upaya swamedikasi oleh masyarakat di kecamatan gajahmungkur kota semarang. *Kerasionalan Penggunaan Obat Bebas dan Obat Bebas Terbatas Common Cold Dalam Upaya Swamedikasi Oleh Masyarakat di Kecamatan Gajahmungkur Kota Semarang*, 18, 16-18.
- Aryani, L. (2016). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Konsumen Secara Online Di Online Shop Lazada. *Ekonomi dan Bisnis*, 3(1), 39-52.
- Asia, A. I. (2021). *Sejarah Perkembangan Internet: Pengertian Lengkap*.
- Asma, S., Baha Dine, M. S., Wafaa, B., & Redouan, A. (2018). The Effect of Perception Quality/Price of Service

- on Satisfaction and Loyalty Algerians Customers Evidence Study Turkish Airlines. *International Journal of Economics & Management Sciences*, 07(01), 1–6. <https://doi.org/10.4172/2162-6359.1000503>
- BPOM RI. (2021). Peraturan Badan Pengawas Obat dan Makanan Nomor 2 tahun 2021 tentang Pedoman Pengawasan Periklanan Obat. In *Bpom Ri* (Vol. 11, hal. 1–16).
- Brata, B. H. S. H. H. A. (2017). The Importance of Training Programs in the Improvement of the Performance of Employees In The Petroleum Companies "Case of Sonatrach Company - The Regional Directorate of BERKAOUI (Ouargla- Algeria). *Saudi Journal of Business and Management Studies*, 2April, 433–445. <https://doi.org/10.21276/sjbms>
- Cardia, D. I. N. R., Santika, I. W., & Respati, N. N. R. (2019). Pengaruh Kualitas Produk, Harga, Dan Promosi Terhadap Loyalitas Pelanggan. *E-Jurnal Manajemen Universitas Udayana*, 8(11), 6762. <https://doi.org/10.24843/ejmunud.2019.v08.i11.p19>
- Cristiano Antonino. (2022). *Reaksi Obat Yang Merugikan: Apa Itu Dan Bagaimana Mengelola Efek Sampingnya*. Departemen Kesehatan RI. (2006). *Pedoman penggunaan obat bebas dan bebas terbatas*. Direktorat Bina Farmasi Komunitas dan Klinik.
- Desy Wahyuni, E. P. (2018). Pengaruh Kemudahan, Kualitas Informasi, Dan Kepercayaan Terhadap Keputusan Pembelian Secara Online Pada Situs Lazada. *Jurnal Ilmu Administrasi Bisnis*, 7(3), 441–448.
- Fatimah, H. W. W. (2021). *Gambaran Perilaku Masyarakat dalam Membeli Obat Secara Online di Daerah Istimewa Yogyakarta*. Universitas Gajah Mada.
- Gama Putra Brahmanta, & Nuruni Ika Kusuma Wardhani. (2021). Pengaruh Persepsi Kebermanfaatan, Kemudahan, Risiko Terhadap Minat Menggunakan Ulang Shopeepay Di Surabaya. *Sains Manajemen*, 7(2), 97–108. <https://doi.org/10.30656/sm.v7i2.3580>
- Gohar, R., Chang, B. H., Derindag, O. F., & Abro, Z. (2022). Nexus between Consumption, Income and Price Changes: Asymmetric Evidence from NARDL Mode. *Etikonomi*, 21(2), 213–228. <https://doi.org/10.15408/etk.v21i2.23339>
- Harahap, D. A. (2015). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Konsumen Di Pajak USU (Pajus) Medan. *Keuangan dan Bisnis*, 7(3 November 2015). <https://doi.org/10.17605/OSF.IO/KGXDM>
- Hernikasari, I., Hapzi Ali, & Hadita, H. (2022). Determinasi Citra Merek Melalui Kepuasan Pelanggan Bear Brand: Analisis Harga Dan Kualitas Produk (Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 437–450. <https://doi.org/10.38035/jmpis.v3i1.1004>
- Kotler, Amstrong, P. and G. (2004). *Prinsip – Prinsip Pemasaran* (2 ed.). Airlangga.
- Kotler, Amstrong, P. and G. (2008). *Prinsip-prinsip Pemasaran* (1 ed.). Airlangga.
- Muharam, W., & Soliha, E. (2017). Kualitas Produk, Citra Merek, Persepsi Harga, dan Keputusan Pembelian Konsumen Honda Mobilio. *Prosiding Seminar Nasional Multi Disiplin Ilmu & Call for Papers Unisbank ke-3*, 3(July), 755–762.
- Nurmin, A., & Eramaya, P. (2018). *Pengaruh Kualitas Produk Dan Kelengkapan Produk Terhadap Keputusan Pembelian Produk Salt N Pepper Pada Pt Mitra Busana Sentosa Bintaro*. 6(2), 143–154.
- Ongowarsito, H., Nurcahyani, K., & Djoyo, B. W. (2011). The Analysis and the Design of E-Marketing Strategy At Sme'S (a Case Study: the Dare To Dream Indonesia Community). *CommIT (Communication and Information Technology) Journal*, 5(2), 30. <https://doi.org/10.21512/commit.v5i2.557>
- Pambudi, bambang setiyo, & S. (2019). Digital Marketing As an Integrated Marketing. *Competence Journal of Management study*, vol 13(No. 2), 121–151.
- Putri, K. V. M. (2021). *MEA:Latar Belakang dan Dampaknya*. Kompas.com. <https://www.kompas.com/skola/read/2021/07/01/130013269/mea-latar-belakang-dan-dampaknya>
- Rejeb, A., Rejeb, K., & Keogh, J. G. (2022). The Circular Economy and Marketing: A Literature Review. *Etikonomi*, 21(1), 153–176. <https://doi.org/10.15408/etk.v21i1.22216>
- Romla, S., & Ratnawati, A. (2018). Keputusan Pembelian E-Commerce Melalui Kemudahan Penggunaan, Kualitas Informasi Dan Kualitas Interaksi Layanan Web. *Jurnal Ekonomi dan Bisnis*, 19(1), 59. <https://doi.org/10.30659/ekobis.19.1.59-70>

- Sidharta, I., & Sidh, R. (2014). Pengukuran Persepsi Manfaat Dan Persepsi Kemudahan Terhadap Sikap Serta Dampaknya Atas Penggunaan Ulang Online Shopping Pada E-Commerce. *Jurnal Computech & Bisnis*, 8(2), 92-100.
- Subagyo, Tukidi, I. W. (2019). Pengaruh kepercayaan, kemudahan dan kualitas informasi terhadap keputusan pembelian secara. *Jurnal Managemen Usni*, 4(1), 51-63.