

FACTOR ANALYSIS AFFECTING SELF-MEDICATION BEHAVIOR

(Case Study of Cough in Sidoarjo Society)

ABSTRACT

Cough is one of the complaints that are often treated by the community with self-medication. However, previous research has shown that cough self-medication behavior is not appropriate. Inappropriate self-medication may cause drug ineffectiveness and risk of unexpected hazards.

This is an observational study that is cross-sectional. Population in this research is citizen of Sidoarjo Society which is 18-60 years old. The number of research samples based on formula calculation is 72 respondents. The sample selection was done by purposive sampling technique.

The results of this study indicate that the majority of respondents have a tendency to buy the same cough medicine as the previous cough medicine, the majority of respondents did not consider the price when choosing a cough medicine, 44% of respondents chose the right source of information, only 6% Pharmacists when they buy cough medicine in pharmacies, 69% of respondents always read the information contained in the packaging, 39% of respondents read the information in the complete drug package before using the drug and 74% of respondents abide by the rules of drug use.

According to statistic analysis, factors of experience, education and price have no effect on the accuracy of community self-medication behavior. Behavioral factors of pharmacists influenced the accuracy of community self-medication behavior.

Keywords: self-medication, cough drug