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Analysis of Community Behavior in Purchasing Hard Drugs Without Prescription at Pharmacy X District Kalidoni City of Palembang in 2025

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Abstrak

Penggunaan obat keras tanpa resep dokter merupakan masalah serius yang berpotensi menimbulkan efek samping, resistensi, hingga kematian. Penelitian ini bertujuan untuk menganalisis hubungan pengetahuan, sikap, dan tindakan terhadap perilaku masyarakat dalam pembelian obat keras tanpa resep di wilayah Kecamatan Kalidoni, Kota Palembang. Penelitian ini menggunakan desain deskriptif kuantitatif dan survei analitik, dengan pengambilan data primer melalui kuesioner yang disebarkan pada 63 responden. Hasil penelitian menunjukan bahwa: Pengetahuan memiliki hubungan negatif dan signifikan terhadap perilaku masyarakat (t = 2,268; p = 0,023), artinya semakin tinggi pengetahuan, semakin rendah kecenderungan pembelian obat keras tanpa resep; Sikap juga berpengaruh negatif dan signifikan (t = 2,759; p = 0,006), menunjukan sikap positif dapat menurunkan praktik pembelian tanpa resep; Tindakan masyarakat berpengaruh positif dan signifikan (t = 2,874; p = 0,004), artinya semakin sering tindakan swamedikasi dilakukan, semakin tinggi kecenderungan pembelian obat keras tanpa resep. Penelitian ini menegaskan pentingnya edukasi kepada masyarakat dan pengawasan ketat dari apotek dan dinas kesehatan untuk menekan penyalah gunaan obat keras tanpa resep. Studi lanjutan disarankan untuk menjangkau wilayah lebih luas serta menggali faktor internal di apotek yang mempengaruhi penjualan obat keras tanpa resep

Kata kunci: Apotek, Obat Keras, Tanpa Resep

Abstract

Use drug hard without recipe doctor is problem serious potential cause effect side, resistance, up to death. Research This aim For analyze connection knowledge, attitudes, and actions to behavior public in purchase drug hard without recipes in the sub-district area Kalidoni, Palembang City. Research This use design descriptive quantitative and survey analytics, with primary data collection through questionnaire distributed to 63 respondents. Research results show that : Knowledge own connection negative and significant to behavior society (t = 2.268; p = 0.023), meaning the more tall knowledge, the more low trend purchase drug hard without Recipe; Attitude also plays a role negative and significant (t = 2.759; p = 0.006), indicating attitude positive can lower practice purchase without recipe; Community action influential positive and significant (t = 2.874; p = 0.004), meaning the more often action self-medication done, the more tall trend purchase drug hard without recipe. Research This confirm importance education to community and supervision strict from pharmacies and services health For pressing the culprit use drug hard without recipe. Further study recommended For reach more areas wide as well as dig internal factors in the pharmacy that influence sale drug hard without recipe.

Key words: Pharmacy, Prescription Drugs, Without Prescription

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INTRODUCTION

Drugs are pharmaceutical preparations used to prevent, alleviate, and treat diseases. However, their use also has the potential to cause side effects and health risks if not used appropriately. Irrational drug use can lead to therapeutic failure, unwanted side effects, and even death. problem health term long (World Health Organization, 2023). Therefore, monitoring drug use is a crucial aspect of the health care system and must be carried out by health professionals. pharmacy, in particular pharmacist (Riski et al., 2022).

One group of drugs that requires strict supervision is prescription drugs, namely drugs with high efficacy whose use is limited by a doctor's prescription, except for a number of drugs on the list of Mandatory Pharmacy Drugs (OWA) which can be given directly by the pharmacist (Pratiwi & Sugiyanto, 2019). In Indonesia, there are limited exceptions in the form of Pharmacy Mandatory Drugs (OWA) which can be provided directly by pharmacists with the obligation counseling and recording use drug (Kemenkes RI, 2022). However, various studies show that violations of these provisions still occur frequently and become a problem. problem health sustainable society (Siregar & Darmawan, 2023).

Several previous studies have shown a high prevalence of non-prescription use of prescription drugs, particularly antibiotics. Hamid et al. (2020) reported that 78.4% of respondents had used antibiotics without a prescription due to previous successful experiences, while a study in Damascus found that 89.3% of antibiotics for sale without recipe doctor (Prasetyo & Ayu, 2021).

A similar phenomenon also occurs in Indonesia, particularly in urban areas with easy access to pharmacies. Wibowo et al, (2024) report that convenience Access to pharmaceutical services and time constraints are dominant factors in self-medication practices in Indonesian society. Furthermore, previous experiences with medications deemed successful reinforce the tendency for repeat drug purchases. hard without consultation power health (Zulrahamatulhuda & Khalik, 2025).

Factors influencing the practice of purchasing prescription drugs without a prescription originate not only from the community but also from the pharmaceutical service system. Riski et al., (2022) showed that pharmacists' knowledge, attitudes, work experience, and economic motivation play a role in the decision to prescribe prescription drugs without a prescription. Supervision and oversight factors from health authorities were also reported to influence pharmacist compliance. pharmacy to applicable regulations (Subing, 2025).

However, most previous research still focuses on antibiotics and places more emphasis on the role of pharmaceutical personnel. Research that specifically special analyze influence knowledge, attitudes, and actions public to behavior purchase drug hard in a way general Still relatively limited (Anggraini & Yuliastuti, 2023). In fact, community behavior is a crucial component in the success of efforts to control the use of prescription drugs.

Furthermore, no research has been specifically conducted in the Kalidoni District of Palembang City. Kalidoni District covers an area of 32.97 km², has a population of 130,828, and offers relatively easy access to pharmacies, potentially increasing the practice of purchasing prescription drugs without a prescription. Initial observations at several pharmacies in the area indicate the continued sale of prescription drugs without a doctor's prescription, indicating low regulatory compliance and a lack of public awareness of the risks of prescription drug use.

The high rate of purchasing prescription drugs without a prescription reflects irrational self-medication behavior. Lack of public knowledge regarding the classification of prescription drugs has been reported to contribute to inappropriate treatment decisions. (Kurniawan et al., 2017) Poor attitude notice risk use the drug is also proven increase trend self-medication (Anggraini & Yuliastuti, 2023). In addition, the habit or act of purchasing drugs based on personal experience without medical considerations reinforces the behavior of purchasing prescription drugs. without recipe in a way repeated (Sitindon, 2020).

The lack of ongoing education from health workers and weak oversight from the authorities have exacerbated the situation. World Health Organization (2023) confirm that strengthening Public education and the active role of pharmacists are key to curbing irrational drug use. Therefore, a behavior-based approach is crucial in

efforts to control the purchase of prescription drugs without a prescription.

Based on this research gap, this novel study aims to simultaneously analyze the influence of public knowledge, attitudes, and practices on the purchasing behavior of prescription drugs without a prescription, not just antibiotics, with a specific focus on the Kalidoni District, Palembang City. The results are expected to contribute scientifically to the fields of pharmacy and public health and form the basis for developing educational and supervisory policies to reduce the misuse of prescription drugs without a prescription.

METHODS

This research is a quantitative research with an analytical survey approach conducted in June–July 2025 at pharmacies in Kalidoni District, Palembang City, with the aim of analyzing the influence of knowledge, attitudes, and actions on community behavior in purchasing prescription drugs without a prescription. The study population was people who purchased drugs at pharmacies, and the sample was determined using an accidental sampling technique until 63 respondents were collected who met the inclusion criteria, namely aged ≥18 years, had purchased prescription drugs in the last 6 months, were willing to be respondents, and signed an informed consent, while respondents with incomplete questionnaires or purchased drugs based on a doctor's prescription were excluded. Data collection used a structured questionnaire containing variables of knowledge, attitudes, actions, and behavior in purchasing prescription drugs with a Likert scale. Data analysis was performed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0 software because it is suitable for small sample sizes and predictive models, through the stages of evaluating the outer model (convergent validity, discriminant validity, and reliability) and inner model (path coefficient with t-statistic >1.96 and p-value <0.05 through bootstrapping).

RESULTS AND DISCUSSION

Results

Table 1. Respondent Characteristics

Characteristics	Frequency	Percentage (%)
Age		
20–30 years	20	31.7
31–40 years	20	31.7
41–50 years	9	14.3
≥ 51 years	14	22.2
Total	**63**	**100.0**
Gender		
Man	28	44.4
Woman	35	55.6
Total	**63**	**100.0**
Education		
Junior High School	2	3.2
Senior High School	34	54.0
College	27	42.9
Total	**63**	**100.0**
Work		
Teacher	11	17.5
Employee Private	17	27.0
Housewife	19	30.2
Student	4	6.3
Self-employed	12	19.0

Based on Table 1, the majority of respondents were in the productive age range of 20–30 years and 31–40 years (31.7%, respectively), with a higher proportion of women (55.6%) than men (44.4%). The majority of respondents had secondary education (54.0%) and university education (42.9%), and most worked as housewives (30.2%) and private sector employees (27.0%). This composition illustrates that the purchase of prescription drugs without a prescription is common among productive age groups with a relatively good level of education and high daily activity levels.

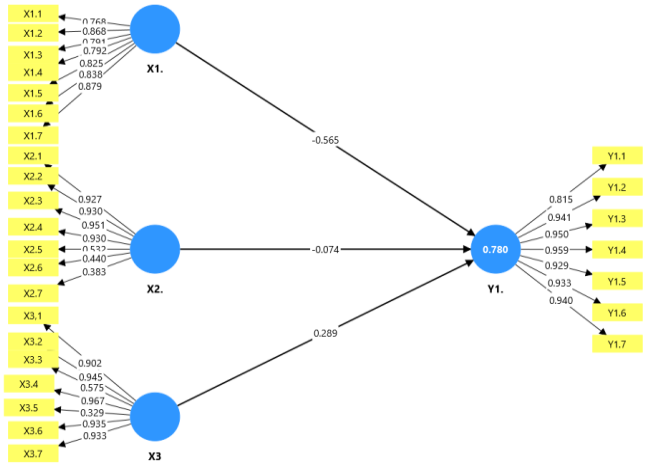

Figure V.1 Graphical Output of Data Normality and Validity Test

Table 2. *Auter Loadings*

Variables	X1.	X2.	X3	Y1.	Information
X1.1	0.768				Valid
X1.2	0.868				Valid
X1.3	0.791				Valid
X1.4	0.792				Valid
X1.5	0.825				Valid
X1.6	0.838				Valid
X1.7	0.879				Valid
X2.1		0.927			Valid
X2.2		0.930			Valid
X2.3		0.951			Valid
X2.4		0.930			Valid
X2.5		0.532			Invalid
X2.6		0.440			Invalid
X2.7		0.383			Invalid
X3.1			0.902		Valid
X3.2			0.945		Valid
X3.3			0.575		Invalid
X3.4			0.967		Valid
X3.5			0.329		Invalid
X3.6			0.935		Valid
X3.7			0.933		Valid
Y1.1				0.815	Valid
Y1.2				0.941	Valid
Y1.3				0.950	Valid
Y1.4				0.959	Valid
Y1.5				0.929	Valid
Y1.6				0.933	Valid
Y1.7				0.940	Valid

Based on the outer loading results in Table 2, it shows that most indicators have a loading factor value > 0.70, so they are declared valid. All indicators of variable X1 (knowledge) and indicator Y1 (drug purchasing behavior) meet convergent validity. In variable X2 (attitude), four indicators are valid (X2.1–X2.4), while X2.5–X2.7 are invalid because the loading value is < 0.70. In variable X3 (action), indicators X3.1, X3.2, X3.4, X3.6, and X3.7 are valid, while X3.3 and X3.5 are invalid. Thus, the instrument can continue to the inner model testing stage after invalid indicators are eliminated.

Table 3. *Reability and Validity*

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1	0.921	0.927	0.937	0.679
X2	0.858	0.933	0.900	0.588
X3	0.908	0.954	0.935	0.689
Y1	-0.862	-0.776	0.812	0.925

Based on the reliability test results in Table 3, all constructs meet the criteria for good reliability, as indicated by Cronbach's Alpha and Composite Reliability values >0.70. The Average Variance Extracted (AVE) value is also >0.50, indicating that all constructs have good convergent validity. Thus, the research instrument is deemed reliable for use in structural analysis.

Table 4. *Discriminant Validity – Vornell Larcker*

	Knowledge	Attitude	Action	Behavior
X1.	0.824			
X2.	0.818	0.767		
X3	-0.817	-0.828	0.830	
Y1.	-0.862	-0.776	0.812	0.925

Table 4 shows that the square root of the AVE for each construct is higher than the correlation between the other constructs, thus meeting discriminant validity. This means that each construct in the model is able to differentiate itself from the others, preventing overlap between variables.

Table 1 *Path Coefficients*

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
(X1) → (Y)	-0.299	-0.299	0.132	2,268	0.023
(X2 → (Y)	-0.301	-0.299	0.109	2,759	0.006

(X3) ➔ (Y)	0.395	0.394	0.137	2,874	0.004

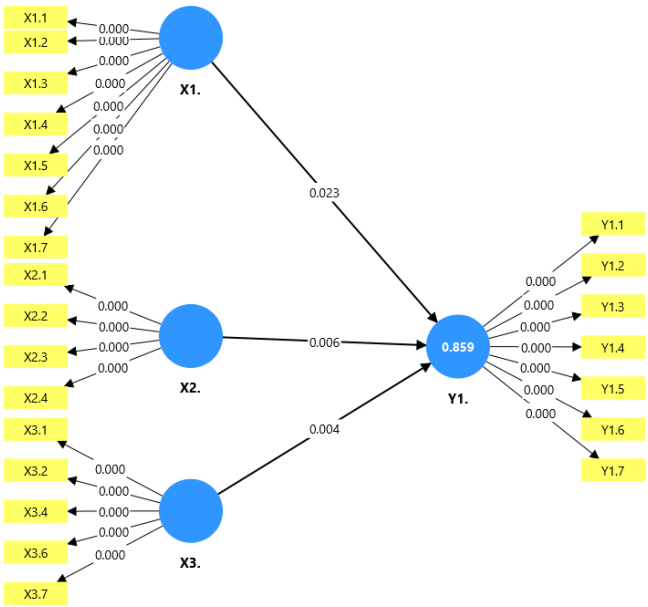

Figure 2. ***Graphical Output – Hypothesis testing***

Based on Table 5, all independent variables in the model are proven to have a significant influence on the behavior of purchasing hard drugs without a prescription (Y), indicated by a p-value < 0.05 and t-statistic > 1.96 for all three variables. The knowledge variable (X1) has a negative effect on the behavior of purchasing hard drugs without a prescription with an original sample value of -0.299 (t = 2.268; p = 0.023), which means that the higher the public's knowledge about the risks and regulations for using hard drugs, the lower the tendency to buy them without a prescription. The attitude variable (X2) also shows a negative effect with an original sample value of -0.301 (t = 2.759; p = 0.006), which indicates that a positive attitude towards using drugs according to regulations can reduce the practice of purchasing hard drugs without a prescription. Meanwhile, the action variable (X3) has a positive effect with an original sample value of 0.395 (t = 2.874; p = 0.004), which means that the more frequently people perform self-medication, the higher their tendency to buy hard drugs without a prescription.

Overall, the research model shows that non-prescription drug purchasing behavior is significantly influenced by knowledge, attitudes, and actions, both through negative (knowledge and attitudes) and positive (actions). These findings indicate that efforts to control drug abuse must include strengthening education, fostering positive attitudes toward rational drug use, and interventions aimed at improving people's self-medication habits.

Discussion

Respondent Characteristics

Respondents in this study were predominantly from the productive age group with secondary to tertiary education. These findings indicate that purchasing prescription drugs without a prescription is not only done by people with low health literacy, but also by individuals with relatively good formal educational backgrounds. The productive age group generally has high mobility and busy daily activities, so they tend to choose self-medication over formal medical consultation, especially when symptoms are considered mild or have been experienced before. This pattern in line with findings Wibowo et al. (2024) that state that efficiency Time and ease of access are the main factors driving self-medication practices in urban Indonesian communities.

The proportion of female respondents is higher compared to men, in line with study Sitindon, (2020) who stated that Woman more active in family health decision-making—which may explain their tendency to purchase medications independently. Higher levels of education do not automatically prevent drug use. hard without recipe, according to findings Kurniawan et al., (2017) found that formal education does not always correlate with drug literacy; that is, understanding the risks and side effects of drugs is a greater determinant of behavior than educational background. Furthermore, the dominance of housewives and private sector employees suggests that groups with daily routines are more likely to choose to purchase prescription drugs without a prescription due to time efficiency considerations, rather than ignorance. These findings indicate that prevention efforts are not sufficient by simply increasing

knowledge, but also require behavioral and systemic interventions, such as active pharmacist counseling to reduce self-medication habits, risk-based public education, and health department supervision to ensure pharmacy compliance in selling prescription drugs.

Knowledge Behavior Towards Community Behavior in Purchasing Hard Drugs Without Prescriptions at Pharmacies

The study results show that knowledge has a significant negative influence on the behavior of purchasing prescription drugs without a prescription. This finding indicates that the better the public's understanding of the types of prescription drugs, the risks of side effects, and regulations regarding their use, the lower the likelihood of individuals purchasing them without consulting a healthcare professional. In other words, knowledge acts as a protective factor in preventing irrational self-medication practices.

Theoretically, this finding is in line with the Health Belief Model, which states that the level of knowledge influences an individual's perception of health threats (*perceived severity* and *perceived susceptibility*), so that individuals with better understanding tend to avoid behaviors that risk their health (Carpenter, 2010; Glanz et al., 2008). In the context of drug use, individuals who understand the potential side effects and long-term risks of prescription drugs will be more careful in making treatment decisions.

Study Kurniawan et al. (2017) also stated that knowledge plays a protective role in antibiotic self-medication, but this study shows broader results because knowledge influences prescription drug purchasing behavior in general, not just antibiotics. Low public knowledge can increase the false belief that symptoms can be treated independently and that prescription drug use is safe as long as it provides a quick effect, thus triggering the purchase of drugs without a prescription. Therefore, increasing drug literacy through pharmacist counseling, public education that emphasizes health risks, and campaigns for rational drug use are essential to minimize self-medication practices and the purchase of prescription drugs without a prescription.

Behavioral Attitudes Towards Community Behavior in Purchasing Hard Drugs Without a Prescription at Pharmacies

The study's results show that attitudes have a negative and significant influence on the behavior of purchasing prescription drugs without a prescription. These findings suggest that the more positive people's attitudes toward proper medication use—including trust in the role of healthcare professionals and compliance with regulations—the lower their likelihood of purchasing prescription drugs without medical consultation.

Theoretically, these results align with the Theory of Reasoned Action, which states that an individual's attitude toward a behavior will influence their intention and ultimately determine the decisions and actions taken (Glanz et al., 2008). In the context of medication use, a positive attitude toward proper treatment procedures will encourage individuals to choose consultation with a health professional over self-medication.

Study (Anggraini & Yuliastuti, 2023) also found that attitude influence practice purchase antibiotics without recipe; however study This expand context findings the Because the same pattern also occurs in drugs hard non- antibiotic, so that attitude public is indicator important in prevent purchase drug hard in a way Illegal. Attitudes that are less supportive of proper medication use may be influenced by the perception that symptoms can be self-managed, the desire for quick results, and personal experience using prescription drugs without side effects. Therefore, fostering positive attitudes through risk-based education, improving drug communication by pharmacists, and reinforcing messages about health consequences are important strategies to consistently reduce the practice of purchasing prescription drugs without a prescription.

Behavioral Actions Against Community Behavior in Purchasing Hard Drugs Without a Prescription at Pharmacies

The results of the study showed that self-medication had a positive and significant influence on the behavior of purchasing prescription drugs without a prescription. This finding indicates that

the more frequently individuals self-medicate and use medications based on personal experience or non-medical recommendations, the greater their likelihood of repeating prescription drug purchases without consulting a healthcare professional. Thus, prior drug experience is a significant factor in strengthening the sustainability of self-medication purchasing behavior.

Theoretically, these findings can be explained through the concept of *habit formation,* which states that repeated health behaviors form automatic habits that are relatively difficult to change, even when individuals are aware of potential health risks (Sudhewa et al., 2023). In this context, self-medication that yields positive results based on previous experiences strengthens the perception of benefits and reduces individuals' sensitivity to the risks of using prescription drugs without the supervision of a healthcare professional.

This result in line with (Anggraini et al., 2023), which states that self-medication practices such as reusing old prescriptions, consuming leftover medication, and following the advice of family or friends are the main triggers for the use of prescription drugs without a prescription. Sitindon, (2020) strengthen that action based Experience is considered more practical and efficient, thus encouraging people to return to purchasing medications independently, especially when previous positive effects reinforce the perception of quick benefits. Thus, action is a stronger determinant than knowledge and attitude because habits tend to persist even when individuals are aware of the risks of prescription drugs. Therefore, interventions should not only increase public knowledge but also aim to break the pattern of self-medication through increased pharmacist counseling before purchasing medications, health campaigns that emphasize the long-term risks of unsupervised prescription drug use, and the provision of easily accessible consultation services to replace the behavior of seeking quick solutions without healthcare professionals.

CONCLUSION

This study concludes that knowledge, attitudes, and actions significantly influence people's behavior in purchasing prescription drugs without a prescription in Kalidoni District in 2025, where knowledge and attitudes have a negative influence, so that the higher the understanding and positive attitude towards using drugs according to the rules, the lower the tendency of people to purchase prescription drugs without a prescription, while actions have a positive influence, indicating that the more often people do self-medication, the higher the possibility of them purchasing prescription drugs independently. These findings emphasize the need for preventive interventions through increasing risk-based drug literacy, active counseling by pharmacists, and stricter supervision of prescription drug sales practices in pharmacies. Further research is recommended to cover a wider area and respondent characteristics and consider other variables, such as economic factors, access to health services, or internal pharmacy factors, to obtain a more comprehensive picture of prescription drug purchasing behavior without a prescription in the community.

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