

Description of Community Perceptions of Generic Drugs and Patented Drugs in Borimasunggu Village, Maros Baru District, Maros Regency

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ABSTRACT

Today's drugs are widely circulated in society, both patent drugs and generic drugs, in general, consumers or the public are more interested in consuming patent drug products than generic products. The aim of this research is to know the public's perception of generic drugs and patent medicines. This type of observational/survey research is descriptive in nature, the sampling technique is purposive sampling so that the sampling will go through certain considerations used in the research. The research population is the people of Borimasunggu Village, totaling 920 people in 2022. Thus, a sample of 278 respondents was obtained. Methods of data collection using a questionnaire. The method used to obtain information through questionnaire sheets was then tabulated and tested using the SPSS version 20 program. Based on the results found, it can be concluded that the level of public perception of generic drugs and patented drugs in Borimasunggu Village, Maros Baru District, Maros Regency is categorized as sufficient with an average - average 3.19 for the respondent's achievement level of 63.7. The lack of public perception is caused by a lack of education. In other matters, the public must know when choosing drugs because in order not to make the wrong choice in terms of price, there is an assumption that generic drugs are cheap and of low quality. The public does not fully know that generic drugs have similarities with patent drugs starting from their active ingredients, equivalent therapeutic effects, concentration and strength of the type of preparation. So, don't hesitate to take generic drugs.

KEYWORDS: perception, generic drugs, patent drugs

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I. INTRODUCTION

Basically, a generic drug is a pharmaceutical preparation that meets the requirements of the Pharmacopoeia and goes through a manufacturing process in accordance with Good Medicine Manufacturing Practices (CPOB). The Food and Drug Supervisory Agency (BPOM) also monitors these general standards in selecting drugs, making sure to know the contents before consumption and choosing the right drug.^{1 2}

The country's problem for the whole world is related to drug use and its use in 2013. Nationally, households know or have heard about generic drugs and patented drugs. The problem is that people are more interested in consuming branded/traded drug products than generic products, because of the assumption that generic drugs the quality is lower than branded/traded products.^{3 4}

Medicines are classified into two, namely patent medicines and generic medicines. Patent medicines are not the most efficacious medicines, but medicines that have

patent rights. After the patent period expires, other industries will make copies called generic drugs.^{5 6}

This price difference arises because patented medicines are usually packaged more adequately. Even though the price of generic medicines has increased slightly, it is still lower than patented medicines with the same active ingredient content. Generic medicines are marketed at much cheaper prices, which excludes the costs of research and development, clinical trials, promotion, quality and efficacy because generic medicine production applies Good Medicine Production Methods (CPOB) like patent medicines, but the public still underestimates the quality and quality of generic medicines. its safety is equivalent to patent medicines⁷. Medicine quality can be interpreted as the suitability of the medicinal substance or medicinal product for the purpose of its use. This term relates to its identification, strength and purity.⁸

Description of Community Perceptions of Generic Drugs and Patented Drugs in Borimasunggu Village, Maros Baru District, Maros Regency

The government hopes that the use of generic medicines can be cultivated because generic medicines are efficacious at an economical price. This is supported by the government regarding the use of generic medicines for JKN (National Health Insurance) patients.

Based on research conducted by Veronica et al, 2018 at the University of Lampung to determine the level of knowledge and perception regarding the use of generic drugs, based on research results from 238 respondents, namely 119 medical students and 119 non-medical students at the University of Lampung with a percentage of 50%: 50%, totaling 51 respondents (42.9%) have a good perception. Perceptions of 119 non-medical student respondents at the University of Lampung who took part in this research, 100 respondents (84%) had poor perceptions. So it can be concluded that the level of perception of non-medical students at the University of Lampung towards generic drugs is relatively low.^{9,10}

After seeing previous research, researchers were interested in conducting research entitled "An Overview of Community Perceptions About Generic Medicines and Patented Medicines in Borimasunggu Village, Maros Baru District, Maros Regency". To find out the public's perception of generic medicines and patent medicines.

II. RESEARCH METHODS

This type of research is observational/survey with descriptive research methods, the sampling technique is carried out by means of purposive sampling so that sampling will go through certain considerations used in the research through the specified inclusion criteria and exclusion criteria.¹¹

The data collection method used a questionnaire that had been adapted from previous research and added options to the questionnaire suggested by the researcher and retested the previous questionnaire. This research has obtained ethical

III. RESULTS AND DISCUSSION

1. Characteristics of research respondents

Table 1. Characteristics of Borimasunggu Village Respondents

No.	Information	Frequency	Percent	
1	Age	15 years- 39 years	189	68%
		40 years - 64 years	89	32%
		Total	278	100%
2	Gender	Man	115	41%
		Woman	163	59%
		Total	278	100%
3	Education	elementary school	88	32%
		JUNIOR HIGH SCHOOL	46	17%
		SENIOR HIGH SCHOOL	130	47%
		COLLEGE	14	5%
		Total	278	100%

approval from the Health Research Ethics Commission of the Indonesian Muslim University and Ibnu Sina Hospital YW-UMI with number: 020/A.1/KEPK-UMI/I/2023.

The population in this research is the entire community of Borimasunggu Village, numbering 920 people in 2022. The sample size of 278 respondents was taken based on the criteria set by the researcher.¹²

The inclusion criteria are: People who live in Borimasunggu Village, Maros Baru District, Maros Regency, Respondents understand Indonesian and are able to read, Age of respondents is 15-64 years old, Male & female and the exclusion criteria are: Not willing to be respondents, There are mental disorders, blind and deaf, Respondents did not complete the questionnaire.¹³

Data was collected by visiting people at home. The data collection technique uses a list of statements in the form of checklist answers (√). The results of the data obtained were created and entered manually in Microsoft Excel and processed the data using SPSS software which aims to get answers from the options that have been answered by respondents in measuring public perceptions about generic drugs using a Likert scale followed by validity testing, reliability testing of the questionnaire and To input the data that has been obtained, a descriptive static analysis test (frequency distribution) of the respondents' answers is carried out.

The validity test is used to measure whether a questionnaire is valid or not. So 30 research respondents were used to test the validity of the questionnaire, so it was found to be 0.657 and it was declared valid if the result of the calculated R value was greater than the R table, namely 0.549.¹⁴ The reliability test was used to determine the consistency of the questionnaire used, so the reliability value was 0.77 and it was declared reliable or reliable. if the α -cronbach value > 0.60.¹⁵

Description of Community Perceptions of Generic Drugs and Patented Drugs in Borimasunggu Village, Maros Baru District, Maros Regency

Based on the table above, the 16 characteristics used in this research are age, gender and education. Where according to the Ministry of Health, in 2017 society is categorized into three age groups, namely young age, productive age and non-productive age. The results of the life cycle situation analysis found various health problems. In terms of age, the process of growth in adolescence is a continuous process of growth and development from the transition from childhood to adulthood.

Based on the age of respondents 15-39 years in the early adulthood category, 68% is supported by age statistics from the Borimasunggu Village office in 2022 that adults have a greater presentation than middle adults and older adults.

The largest gender of the 278 respondents was 163 women (59%) while 115 men (41%). However, the number

of people in Borimasunggu Village is more men than women. This is because there is an assumption that men and women are different, men have quite a lot of dependents and are also said to be the head of the household, during the day most of the men from Borimasunggu village do work to support themselves and their families, men - Men in the village still lack education because they do not want to take part in these activities.

Based on the education of the research respondents, most of the research respondents were 130 high school students with a percentage of 47%. If seen from data from the Central Statistics Agency (BPS)¹⁷, the high school completion rate was 63.95% in 2020, indicating that only 64% of students successfully completed high school education.

2. Public Perceptions About Generic Medicines and Patent Medicines

Table 2. Community Perceptions About Generic Medicines and Patent Medicines in Borimasunggu Village, Maros Baru District, Maros Regency

No	Variable	Total Perception			
		Score (Total)	Mean	TCR	Category
1	Drug definition	3017	3.62	72.4	Good
2	Price	1585	2.85	57.0	Enough
3	Quality	3507	3.16	63.1	Enough
4	Government regulations	1732	3.12	62.3	Enough
Total		9841	3.19	63.7	Enough

Note: TCR = Respondent Achievement Level

Based on the data above, there are many perceptions among the people of Borimasunggu Village regarding generic and patent medicines. For drug definition, an average of 3.62 with respondent achievement of 72.4 is categorized as good.

The public's perception of prices is an average of 2.85 with a respondent achievement of 57.0 in the sufficient category.

For the community's perception in Borimasunggu Village regarding the quality or quality of generic and patent medicines with an average of ^{3.16} with a respondent achievement level of 63.1 in the sufficient category, due to the quality or quality of medicines, according to the data that has been obtained, the community does not yet know the comparison regarding the quality of medicines. generics and patent medicines due to lack of education.

The public's perception of generic medicines and patent medicines in government regulations is an average of 3,12 with a respondent achievement level of 6,3 in the sufficient category.

It can be concluded that the level of public perception regarding generic and patent medicines in Borimasunggu Village, Maros Baru District, Maros Regency is categorized as sufficient with an average of 3.19 for a respondent achievement level of 63.7. Good perception of medicines is

important in choosing medicines and must be explained to the public in other health services so that messages about generic medicines and patented medicines are aimed realistically and in addition to health education information and government policies and all levels of society to socialize medicines.¹⁸

The lack of public perception is caused by a lack of public education. One thing that is very important to know is that the quality of generic medicines is no less than patented medicines, only that patented medicines go through research and clinical trials and require quite a lot of money. Generic drugs also follow the requirements in Good Medicine Manufacturing Practices (CPOB) issued by the Food and Drug Supervisory Agency (BPOM RI). Apart from that, Bioavailability/Bioequivalence (BA/BE) tests are used to maintain the quality of generic drugs.^{19 20}

In other cases, people must know when choosing medicine so that they don't make the wrong choice because the price is expensive, which will be the biggest burden they face. So, there is a need for education for notification or education about generic drugs so that people can choose generic drugs as the most effective alternative from an economic perspective and are included in health facilities (Health Facilities) or government programs for patients who are included in health insurance (Jamkes).^{21,22}

Description of Community Perceptions of Generic Drugs and Patented Drugs in Borimasunggu Village, Maros Baru District, Maros Regency

IV. CONCLUSION

Based on the results of the research, it was concluded that the public's perception of generic drugs and patented drugs was categorized as sufficient, regarding the definition of drugs, the public's perception was quite good, knowing that there were generic and patented drugs. However, in choosing medicines, there is still a tendency to choose patent medicines due to the perception that generic medicines are cheap and low-quality medicines. The public is not yet fully aware that generic drugs have similarities with patented drugs starting from the active substance, equivalent therapeutic effects, concentration and strength of the type of preparation. So, don't hesitate to take generic drugs.

V. SUGGESTION

From the results of the research that has been carried out, suggestions can be given to the public to be more selective in choosing medicines and equip themselves with the correct information, especially about generic medicines and patent medicines so that misunderstandings about medicines can be avoided so that use is more rational, especially in terms of price. It is hoped that this research can add reference material and can be used as initial data for further research.

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Description of Community Perceptions of Generic Drugs and Patented Drugs in Borimasunggu Village, Maros Baru District, Maros Regency

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