HUBUNGAN ANTARA LITERASI DIGITAL DAN PENGETAHUAN TERHADAP SIKAP MASYARAKAT DALAM MEMILIH APOTEK *ONLINE* DI KOTA BATAM

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ABSTRAK

Latar Belakang: Maraknya penggunaan Apotek *online* di Kota Batam di tengah risiko obat ilegal dan penyalahgunaan obat memerlukan evaluasi kecakapan teknologi serta pemahaman regulasi masyarakat. Penelitian ini bertujuan menganalisis hubungan literasi digital dan pengetahuan terhadap sikap masyarakat Kota Batam dalam memilih Apotek *online*. **Metode**: Penelitian kuantitatif *Cross-sectional* ini melibatkan 400 responden pengguna Apotek *online* (*purposive sampling*). Data kuesioner terstruktur dianalisis melalui uji univariat, Spearman *rank*, beda demografi, dan regresi Multivariat . (*Regresi Linear Berganda*). **Hasil**: Mayoritas masyarakat memiliki literasi digital tinggi (56,0%) dan sikap sangat baik (57,8%), namun pengetahuan regulasi tergolong kurang (74,0%). Uji Bivariat menunjukkan hubungan signifikan antara literasi digital dan sikap (r_s = 0,501 dan ρ = 0,000), sedangkan pengetahuan tidak berhubungan langsung dengan sikap (r_s = 0,0,025 dan ρ = 0,621). Pengujian Multivariat membuktikan bahwa literasi digital dan pengetahuan secara simultan berpengaruh signifikan terhadap sikap (F=202,301 dan ρ = 0,000) dengan R^2=0,505 serta membentuk persamaan regresi $Y=17,906+0,605X_1+0,214X_2$. Literasi digital terbukti menjadi faktor paling dominan dalam membentuk sikap positif masyarakat (t = 19,941 dan ρ = 0,000). **Kesimpulan**: Sikap positif masyarakat Kota Batam dalam memilih Apotek *online* lebih didorong oleh kecakapan digital dan kemudahan aksesibilitas dibanding pemahaman regulasinya. Diperlukan penguatan edukasi regulasi obat berbasis media digital oleh otoritas kesehatan dan Apoteker.

Kata kunci : Apotek *online*, Literasi digital, Masyarakat Pengetahuan, Sikap.

THE RELATIONSHIP BETWEEN DIGITAL LITERACY AND KNOWLEDGE ON PEOPLE'S ATTITUDES IN CHOOSING *ONLINE* PHARMACIES IN BATAM CITY

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ABSTRACT

Background: The widespread use of *online* pharmacies in Batam City, amid risks of illegal drugs and drug abuse, necessitates an evaluation of the public's technological proficiency and understanding of regulations. This study to analyze the relationship between digital literacy and knowledge regarding the attitudes of Batam City residents toward choosing *online* pharmacies. ***Methode*:** This quantitative *Cross-sectional* study involved 400 respondents who are users of *online* pharmacies (purposive sampling). Structured questionnaire data were analyzed using univariate tests, Spearman's *rank* correlation, demographic differences, and Multivariat e regression (multiple linear regression). ***Result***: The majority of the population had high digital literacy (56.0%) and very positive attitudes (57.8%), but their knowledge of regulations was relatively low (74.0%). Bivariate tests showed a significant relationship between digital literacy and attitudes (rs = 0.501 and ρ = 0.000), whereas knowledge was not directly related to attitudes (rs = 0.025 and ρ = 0.621). Multivariat e analysis confirmed that digital literacy and knowledge simultaneously have a significant effect on attitudes (F = 202.301 and ρ = 0.000) with $R^2 = 0.505$, yielding the regression equation Y = 17.906 + 0.605X1 + 0.214X2. Digital literacy was found to be the most dominant predictor in shaping the public's positive attitudes (t = 19.941 and ρ = 0.000). ***Conclusion***: The positive attitudes of the Batam City public toward choosing *online* pharmacies are driven more by digital proficiency and ease of access than by an understanding of the regulations. There is a need for health authorities and pharmacists to strengthen digital media-based education on drug regulations.

Keywords: *Online* pharmacies, Digital literacy, Knowledge society, Attitudes.