

ABSTRACT

Research conduct to analyze doctors prescription pattern for anti cholesterol drug. Research design is causal research design with survey methodology and total 150 respondents, the respondents are doctors specialist who prescribe anti cholesterol drug (general practitioner, cardiologist, internist, and neurologist) Jakarta and Surabaya. Sampling design is purposive random sampling.

Research objective is to analyze doctors prescription pattern on anti cholesterol drug. Variable are price consideration, product profile perception, medical representative perception and company image, specialty doctors recommendation and clinical experience, and drug availability.

Research result with biplot analysis can describe atribut relation with brand for anti cholesterol drug. Factor analysis and linear regression analysis we can conclude product profile perception, medical representative perception and company image, specialty doctors recommendation and clinical experience, economical price and drug availability are the factors influence doctors for prescribe anti cholesterol drug. And factor that give significance impact are product profile perception, medical representative perception and company image, specialty doctors recommendation and clinical experience and drug availability



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