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Development and Validity-Reliability Testing of a Questionnaire on Public Knowledge, Attitudes, and Practices Regarding the Risks of Consuming Illegal Herbal Medicines Sold through E-Commerce in Indonesia

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ABSTRACT

Background: The widespread circulation of illegal herbal medicines through e-commerce platforms has become a significant public health concern in Indonesia. Many consumers remain unaware of the potential risks posed by unregistered or counterfeit herbal products, which may contain harmful substances and lead to adverse health effects. To address this issue, a valid and reliable instrument is needed to assess public knowledge, attitudes, and practices (KAP) related to the consumption of such products.
Purpose: This study aimed to develop and test the validity and reliability of a KAP questionnaire assessing public awareness and behavior regarding the risks of consuming illegal herbal medicines sold through e-commerce in Indonesia.
Methods: The study was conducted at RSUD Siti Fatimah, South Sumatra Province, Indonesia. The questionnaire was developed through literature review, expert consultation, and item validation processes. Data were collected from 50 respondents selected using purposive sampling. Validity testing was performed using the Pearson product–moment correlation, while reliability was assessed using Cronbach's Alpha. An item was considered valid if the correlation coefficient (r-calculated) exceeded the r-table value (0.279) at $p < 0.05$, and reliable if Cronbach's Alpha > 0.60.
Results: The knowledge questionnaire (15 items) demonstrated validity with r-calculated values ranging from 0.325 to 0.582 and a Cronbach's Alpha of 0.794. The attitude questionnaire (10 items) showed valid item correlations between 0.333 and 0.634, with a Cronbach's Alpha of 0.711. The practice questionnaire (12 items) also met validity criteria (r-calculated = 0.291–0.609) and achieved a Cronbach's Alpha of 0.724. All instruments fulfilled the required thresholds for validity and reliability.
Conclusion: The developed KAP questionnaire was proven valid and reliable for assessing public knowledge, attitudes, and practices regarding the consumption of illegal herbal medicines sold through e-commerce in Indonesia. Conducted at RSUD Siti Fatimah, this study provides a useful instrument for future research and public health programs aimed at reducing the risks of illegal herbal product use.

Keywords: *Validity; Reliability; Knowledge; Attitudes; Practices*