

INTISARI

Demam dan nyeri sering ditangani dengan obat bebas terbatas, termasuk kombinasi parasetamol dan vitamin B kompleks yang memberikan efek sinergis menurunkan demam-nyeri sambil mendukung pemulihan melalui fungsi neurotropik dan metabolik. Meski populer, belum ada penelitian tentang profil penjualan produk ini di *marketplace* digital, khususnya Shopee wilayah Pulau Jawa. Penelitian deskriptif retrospektif dengan purposive sampling ini menganalisis tiga merek (Dolo Neurobion, Paranervion, Erlagin) dari lima provinsi Jawa, meneliti volume penjualan berdasarkan tipe *seller*, lokasi, dan *rating*.

Penelitian ini bertujuan untuk mengetahui gambaran volume penjualan berdasarkan tipe penjual, untuk mengetahui profil jumlah penjualan berdasarkan lokasi penjual dan untuk mengetahui deskripsi jumlah penjualan berdasarkan *rating*/bintang *seller*.

Hasilnya mengungkap fenomena menarik: Paranervion mencatat volume tertinggi (150.749 tablet) dengan hanya 64 *seller*, mengungguli Dolo Neurobion yang memiliki 96 *seller* (129.080 tablet). Jawa Timur mendominasi dengan penjualan Erlagin mencapai 16.970 tablet/*seller* 60 kali lipat wilayah terendah. *Rating* 4.9 ("hampir sempurna") konsisten mengungguli *rating* 5.0 ("sempurna") hingga lebih dari 100 kali lipat. DKI Jakarta menampung 89% *seller* namun Dolo Neurobion justru menghasilkan efisiensi terendah (1.587 tablet/*seller*) dibanding Jawa Barat (1.628 tablet/*seller*). *Seller* reguler tanpa kategori khusus mengungguli *Star* dan *Mall Ori Go Apotik*, membuktikan kepercayaan yang dibangun secara alami lebih kuat dibanding status platform. Penelitian menegaskan bahwa kualitas penetrasi pasar, kepercayaan nyata, dan strategi geografis fokus jauh lebih menentukan dibanding kuantitas *seller* atau *rating* sempurna dalam mencapai performa penjualan berkelanjutan di *e-commerce* farmasi.

Kata Kunci: Parasetamol, Vitamin B Kompleks, *Marketplace*, Shopee, Volume Penjualan

ABSTRACT

Fever and pain are commonly managed through self-medication with over-the-counter drugs. Paracetamol combined with vitamin B complex has gained popularity due to synergistic effects in reducing fever and pain while supporting recovery through neurotropic and metabolic functions. Despite widespread use, no studies have examined the sales profile of these products in digital marketplaces, particularly on Shopee in Java Island. This descriptive retrospective study using purposive sampling analyzed three brands (Dolo Neurobion, Paranervion, and Erlagin) across five Java provinces (DKI Jakarta, West Java, Central Java, East Java, and Yogyakarta), examining sales volume, store type, rating, and seller location.

This research aims to determine the description of sales volume based on seller types, to identify the profile of sales quantity based on seller locations, and to determine the description of sales quantity based on seller ratings/stars.

Results reveal intriguing patterns: Paranervion achieved the highest volume (150,749 tablets) with only 64 sellers, surpassing Dolo Neurobion's 96 sellers (129,080 tablets). East Java dominated with Erlagin sales reaching 16,970 tablets/seller—60 times the lowest region. Notably, 4.9 "near-perfect" ratings consistently outperformed 5.0 "perfect" ratings by over 100-fold. DKI Jakarta concentrated 89% of Dolo Neurobion sellers yet produced the lowest efficiency (1.587 tablets/seller) versus West Java (1,628 tablets/seller). Regular sellers without special platform status outperformed Star and Mall Ori Go Apotik categories, demonstrating that organically built buyer trust surpasses platform-granted credentials. This research confirms that market penetration quality, authentically developed trust, and focused geographic strategies are far more critical than seller quantity or perfect ratings for sustainable sales performance. The findings challenge conventional assumptions about e-commerce success factors in pharmaceutical products, emphasizing strategic positioning over numerical metrics.

Keywords: *Paracetamol, Vitamin B Kompleks, Marketplace, Shopee, Sales Volume*