

## **ABSTRACT**

*The rapid advancement of the digital era has led to a significant increase in online medicine purchases through e-commerce platforms such as Tokopedia in Indonesia. Ease of access, time efficiency, and flexibility are key factors driving this shift. Antihypertensive drugs, particularly the combination of valsartan and amlodipine, are among the most frequently purchased medicines. Java Island was selected as the study area due to its role as the primary center of economic activity and distribution in Indonesia.*

*This study aimed to analyze the sales volume of antihypertensive drugs containing valsartan and amlodipine on the Tokopedia platform based on regional distribution across Java Island. A descriptive observational study with a retrospective data collection approach was conducted in five provinces: DKI Jakarta, West Java, Central Java, East Java, and the Special Region of Yogyakarta, during September 2025.*

*The findings indicated that Exforge<sup>®</sup> 5 mg/80 mg recorded the highest sales volume (69.370 tablets), followed by Exforge<sup>®</sup> 10 mg/160 mg (54.110 tablets) and Vardipin<sup>®</sup> 5 mg/80 mg (39.704 tablets). Based on price ranges, Vardipin 5 mg/80 mg had the lowest price (IDR 10,800–12,200), while Exforge<sup>®</sup> 5 mg/80 mg ranged from IDR 14,900–15,800 and Exforge<sup>®</sup> 10 mg/160 mg from IDR 15,700–17,000. Regionally, West Java demonstrated the highest sales volume (118.392 tablets), followed by DKI Jakarta, Central Java, East Java, and the Special Region of Yogyakarta.*

*In conclusion, Exforge<sup>®</sup> 5 mg/80 mg was the leading product in terms of sales volume, while Vardipin<sup>®</sup> 5 mg/80 mg showed competitive pricing. West Java Province accounted for the highest regional sales volume of antihypertensive combination drugs on the Tokopedia platform with 118.392 tablets..*

**Keywords:** *Tokopedia, e-commerce, antihypertensive, combination drugs, sales volume.*