Abstract

Malaria remains a significant public health concern in Indonesia, exhibiting extreme geographic disparity. While clinical research is abundant, a gap exists regarding the market integration of innovative therapies. This study assesses the determinants of Market Acceptance Potential (MAP) for innovative antimalarial treatments within DKI Jakarta, which is considered as a strategic urban, non-endemic hub and regulatory gatekeeper for public health.

Using a quantitative approach, data was collected via an online questionnaire from adult residents (n = 114). The framework analyzed Affordability, Accessibility, Perceived Need, and Public Trust against MAP, alongside the moderating influence of the national health insurance system, *BPJS Kesehatan*. Data analysis was done using SmartPLS 4 via PLS-SEM.

The empirical model (R^2=0.719) revealed that conventional consumer variables such as Accessibility, Affordability, and Perceived Need, exhibited statistically non-significant paths toward MAP, treated merely as baseline expectations in a developed metropolis. Conversely, Public Trust emerged as the most powerful direct predictor of MAP (β=0.390, p=0.005), establishing institutional credibility and regulatory approval as prerequisites for adoption. Furthermore, BPJS Affordability support exerted a significant positive influence on MAP (β=0.250, p 0.016).

Thus, in order to successfully launch new malaria drugs in a city like Jakarta, pharmaceutical companies should focus on regulating antimalarial medication under BPJS and building deep trust through official health channels to improve healthcare access in Indonesia.

Keywords: Antimalarial Drugs, Market Acceptance Potential (MAP), *BPJS Kesehatan*, Public Trust, PLS-SEM