

The Influence of Drug Prices and Service Quality on Customer Satisfaction at Fahry Farma Pharmacy Bangkalan

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ABSTRACT

Pharmacies are places where pharmaceutical work is carried out and have an important role as a place to obtain information about drugs. The research design used in this study is the study's normality, validity, and reliability test using SPSS version 26.0 with valid and reliable status. The methods used are multiple linear regression, correlation coefficient, determination coefficient, T-test, and F-test. random sampling technique, data collection using research instruments, and quantitative or statistical data analysis to test the established hypothesis. Based on the results of the tests that have been carried out, there is an influence between the independent variables, namely service quality and price, and the dependent variable, namely satisfaction, based on the T-test and F-test. The results of the T-test are T arithmetic > t table and a significance value < alpha 0.05, while the F-test has F arithmetic > f table and a significance value < alpha 0.05.

INTRODUCTION

A pharmacy is a place where pharmacists provide pharmaceutical services (Permenkes 2017). The pharmacy serves as a hub for pharmaceutical activity and serves as a valuable resource for drug-related information. Pharmaceutical services are expanding, not just in terms of items provided, but also in terms of medication services, so clients must be cordial and vigilant. Customers at pharmacies frequently complain about delayed service, erroneous information provided, poor facilities, and services that are not responsive enough.

As a guide for implementing pharmaceutical services in pharmacies, pharmaceutical service standards are established. All interested parties must be committed to and cooperative in order for pharmaceutical service standards to be implemented successfully in pharmacies. This will improve the efficiency of pharmacy services for both patients and the community, which will raise the standard of healthcare (Permenkes, 2017).

Quality of service is a key in the business sector to maintain conditions of increasingly fierce competition. Pharmacies must be able to retain and attract consumers and must have more value than their competitors, pharmacies must be able to provide services that are in accordance with consumer desires and can provide a sense of satisfaction to their customers.

Customers who feel satisfied after making a purchase are more likely to make repeat purchases and even recommend products to others. The service quality aspects of tangibles, reliability, responsiveness, assurance, and empathy can be utilized to gauge the level of customer satisfaction (Tjiptono, 2004:26). The service quality model is the name of this measurement (Rafsanzani and Akhmad 2018).

The one component of the retail or non-retail marketing mix that will bring in money for the shop is price. Price is one of the factors that influence corporate operations and serves to give the company a competitive advantage in terms of price strategy. Pricing policies and this frequently conflict. Companies might use competitors' prices as a guide when deciding the selling price of their items in order to be more competitive in the market. Price is the amount of money charged for a product (goods or services), or the amount of value that must be paid by consumers to get the benefits of the product. Pricing for each pharmacy varies depending on the policies of each pharmacy. One of the consumer preferences that make a buying decision is the price factor (Rafsanzani and Akhmad 2018).

An emotional state, satisfaction can be expressed as anger, displeasure, aggravation, indifference, exhilaration, or pleasure after a purchase. Given that customer happiness has a direct correlation to customer loyalty, market share, and profits, it is not surprise that businesses have become fascinated with it. Customer satisfaction is a person's perception of a product's ability to function as they would reasonably anticipate. According to the definition given above, someone might be said to be content if their sentiments match or even beyond their expectations. When a person compares the performance (or results) of a product they are considering to the performance they had anticipated, they will either feel satisfied or disappointed (or results). Customers will be satisfied if the services that are offered by service providers satisfy their needs.

Conversely, if consumers' wants are not met, they will be unsatisfied (Indrasari 2019).

According to the results of a preliminary investigation, it is known that the Fahry Farma Socah-Bangkalan Pharmacy is one of the pharmacies in the Socah-Bangkalan sub-district and has a prime location near the busy puskesmas. The authors decided to undertake study at Fahry Farma Pharmacy Socah-Bangkalan as a result.

LITERATURE REVIEW

Marketing Management

Creating, offering, and freely exchanging valuable things with others is a social activity known as marketing, which helps people and groups get what they need and want. The degree of one's feelings after contrasting the results experienced with those anticipated is the definition of satisfaction. (Indah and Dewi 2018).

Marketing management is an important aspect in achieving business actors' goals. Marketing more broadly, namely: marketing is a social process, by which individuals and groups get what they need, and they want by creating and maintaining products and value with other individuals and groups.

Assessing and creating the best possible set of marketing strategies is effective marketing management. After determining the target market and the desired product position in the minds of consumers, the company needs to design a program so that the product can get a response from the target market. A tool is required for marketing, and in this case, the tool is a program that the business can manage. Product, pricing, place, and promotion are the four elements that make up marketing mix activities, which is the name given to a company's chosen marketing approach. The marketing mix is the mix of strategic marketing instruments that a business can use to elicit the desired response from its target market and to affect consumer demand for its goods.

According to Putro (2018), pemasaran is a social and managerial process in which an individual or organization takes care of whatever it is that they need and want through communication and partnering with others. In a more complex business environment, pemasaran frequently promotes a partnership between profitable customers and suppliers. Pemasaran is a procedure that creates a strong bond with the subject and generates a nilai for the subject with the goal of capturing the subject's nilai as an imbalance.

Quality of Service

Service quality is the expected level of excellence and control over these advantages to meet customer desires. Quality of service is the expected level of excellence and control over the overall characteristics and character of a product or service based on the ability to express satisfaction or need indirectly (Yulia, Lamsah, and Periyadi 2019). Customer satisfaction is achieved by the provision of service, which is an action or series of actions that take place in physical contact between two people. Another view of service is an invisible activity or set of invisible activities that result from interactions between

customers and staff or other objects supplied by service providers to address customer issues. (Sari, Maruta, and Mulyati 2017).

Price

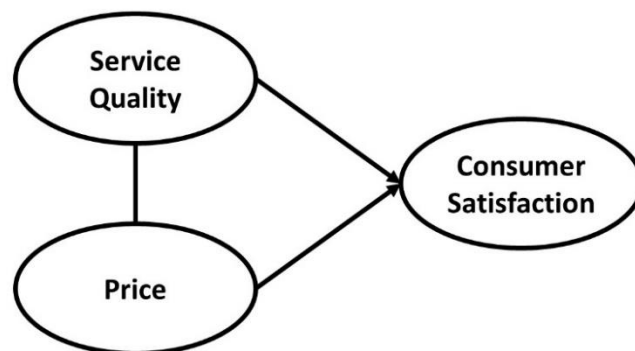
Price is a synonym for value; it refers to the sum that consumers must pay or trade for a product. Payment might take the form of cash, products, or services. According to Dharmmesta B. S. and Handoko (2011), price is the sum of money (plus a number of items, if possible) required to purchase a variety of products and services. Price perceptions include (1) price comparison with other products, or how a product's price compares to those of its rivals, (2) price suitability with product quality, or whether the price charged is reasonable given the product's level of quality, and (3) affordability, or the affordability of prices set by manufacturers for their goods. Because each person's perception of price is relative, customers and marketing partners can use pricing according to the product as the appropriate benchmark when making purchases. (Wariki, Mananeke, dan Pengaruh 2018).

Customer's Satisfaction

The management of human resources, physical infrastructure, pharmaceutical preparations, other medical supplies, and administration are all covered by pharmaceutical service standards in pharmacies. It is important to understand how to make pharmaceutical operations satisfy and benefit patients or customers in supplying or conveying drug information as a whole when putting pharmaceutical service standards into practice. By resolving complaints and patient demands in a courteous and caring manner, and by delivering their services in a timely manner, highly experienced staff members can be seen to be providing accurate services. Client satisfaction is the key to fostering customer loyalty, hence great service quality will also result in high customer satisfaction. (Sa' diyah 2020). Consumer satisfaction is an evaluation in which the perception of the performance of the selected product/service alternative meets or exceeds pre-purchase expectations.

Hypothesis:

1. Service quality affects customer satisfaction.
2. Prices affect customer satisfaction.
3. Service quality and price affect customer satisfaction.



Picture 1. Conceptual Framework

METHODOLOGY

This study's quantitative data gathering techniques include the use of a questionnaire whose reliability and validity have already been established. The normalcy of the research data was examined. The heteroscedasticity test and multiple linear regression test are used to test the model. Using the SPSS 26 program, the T and F tests for hypotheses were run.

Each and every customer who visits Fahry Farma Pharmacy Socah-Bangkalan constitutes the study's population. The population criteria are used to ensure that the population that is obtained is homogeneous. In this study, incidental sampling was used as the sample method. 94 samples were gathered from a sample of an unknown population using the Cochran formula (10% sampling error).

RESULT AND DISCUSSION

The research questionnaire before use has been tested for validity and reliability testing is valid and reliable. Based on the results of the normality test, the research data is normally distributed. In order to find out if the research variables are dissimilar to the research variables, a heteroscedasticity test was carried out with the results of the dissimilarity of the variables in this study. The next step is to perform multiple linear regression tests (T test and F test). The T test and F test were carried out to see the effect of the independent variables (service quality and price) on the dependent variable (customer satisfaction). Based on the results of the T test, it can be explained as follows:

1. H_0 was rejected and H_a was allowed after the T test on the service quality variable produced a computed value of $2.316 > t_{table} 1.986$ with a significant value of $0.023 < 0.05$, indicating that service quality had an impact on satisfaction at Fahry Farma Pharmacy. Socah-Bangkalan.
2. The T test on the price quality variable obtained a t count value of $3.384 > t_{table} 1.986$ with a significance value of $0.001 < 0.05$ then H_0 is rejected and H_a is accepted which means that there is an influence of service quality on satisfaction at Fahry Farma Pharmacy Socah-Bangkalan.

Based on the results of the F test, it shows that the Fcount value is 16.833 with a significance of 0.000. While F_{table} at a significant level of 0.05 with df for regression 2 and df for residual 93 obtained 3.09 Then $F_{count} > F_{table}$ of (16.833 > 3.09) and a significance of $0.000 < 0.05$. So it can be concluded that H_0 is rejected and H_a is accepted, which means that there is a simultaneous influence between the variables of service quality and price on satisfaction. It can be concluded that there is a simultaneous influence on service quality and price variables on customer satisfaction.

Theoretical and managerial implications of this research were:

1. *Theoretical Implications*

- a. Customer happiness at Fahry Farma Pharmacy Socah-Bangkalan is influenced by the staff' level of service, hence it is important to maintain high service standards while also enhancing customer pleasure.
- b. Since the Fahry Farma Socah-Bangkalan Pharmacy's drug costs have an impact on customer satisfaction, reasonable drug pricing were a crucial

component in ensuring that the pharmacy could compete with other pharmacies.

2. Managerial Implications

Based on the elaboration above, the variables of service quality and price quality make a very significant contribution to consumer satisfaction at Fahry Farma Pharmacy Socah-Bangkalan. Therefore, it is necessary to make efforts to maintain and increase consumer satisfaction so that they can compete with other pharmacies. The efforts that can be made are:

- a. Fahry Farma Pharmacy Socah-Bangkalan leader must carry out the stated vision and goal.
- b. Leaders can provide managerial experience to staff members so that it can be used in pharmacy services and set a positive example for pharmacy staff.

In order to sustain high levels of client satisfaction, Fahry Frama Socah-Bangkalan Pharmacy needs to foster a sense of unity among its managers and staff members.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and discussion above, it can be concluded:

1. Based on the results of the T test on the service quality variable, it was found that there was an effect of service quality on satisfaction at Fahry Farma Pharmacy Socah-Bangkalan.
2. Based on the results of the T test on the price quality variable, it was found that there was an effect of service quality on satisfaction at Fahry Farma Pharmacy Socah-Bangkalan.
3. Based on the results of the F test there is a simultaneous influence between the variables of service quality and price on satisfaction.

Recomendation

1. The service quality and price of Fahry Farma Socah-Bangkalan Pharmacy may be maintained and improved because these two factors influence customers' satisfaction when they visit the pharmacy.
2. Future researchers can conduct more tests using other independent variables, such as location and promotion, to determine whether these factors have an impact on customers.

ADVANCED RESEARCH

Performing research replication by boosting the sample size and enlarging the study's focus. Search for other determinant factors that affect customer satisfaction.

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