



Original Article

Analysis of Consumer Purchase Satisfaction of Otc or Non-Precipation Medicine on the Influence of Price Competition, Service Performance, and Word of Mouth (Case Study on Consumers of Otc Non-Precipation Medicine in Pharmacies in Pontianak City)

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Abstract:

This study aims to see whether there is an influence of competitive prices, service performance, and word of mouth on consumer satisfaction who buy non-prescription over-the-counter drugs in pharmacies in Pontianak city. The form of research used is causal relationship research, data collection techniques using interviews, questionnaires, and observations. The sampling technique used accidental sampling with a total of 115 respondents. Data analysis techniques using quantitative analysis, using a rating scale and to process data in this study using the SPSS 26 program. Based on the test results, it can be concluded that the results of simultaneous testing (F test) indicate that competitive prices and service performance do not affect consumer satisfaction while word of mouth has an influence on consumer satisfaction who buy non-prescription over-the-counter drugs in Pontianak city. The results of partial testing (T test) indicate that competitive prices and service performance do not affect consumer satisfaction, while word of mouth has an influence on consumer satisfaction of non-prescription over-the-counter drugs in pharmacies in Pontianak city.

Keywords: consumer satisfaction, competitive prices, service performance, and word of mouth



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Introduction

In a business in an era full of changes, the pharmaceutical industry, especially pharmacies, is an important element in providing the community's drug needs. The existing situation shows that the level of public health has a significant impact on

the sustainability of the pharmacy business in general. When public health issues increase, the demand for drugs tends to increase as well. On the other hand, several contradictory factors arise related to the limitations of estimates of consumer behavior patterns that can change and can be caused by external factors that can occur and are difficult to predict. Therefore, it should be underlined that this study has limitations and the results will be considered with other broader situations. Nevertheless, this study remains a relevant step to support the renewal and improvement of services in the sale of non-prescription over-the-counter drugs at pharmacies in Pontianak City.

Table 1. Non-Prescription Over-the-Counter Drug Sales Data at 5 (five) Pharmacies in Pontianak City

Year	2021	2022	2023
Sales	3200	2957	2900
	boxes	boxes	boxes

Source: Processed data 2024

Based on the sales data above, it can be seen that there have been changes in drug sales, especially outpatient drugs from several pharmacies in Pontianak City. In this regard, it is necessary to see the influence of price factors, services and word-of-mouth promotion situations that influence consumer outpatient drug purchases at a number of pharmacies in Pontianak City. Through this study, it is expected to provide insight into how pricing strategies, service delivery and word-of-mouth promotion can be effective tools in increasing consumer satisfaction and competing in a dynamic market.

The presence of pharmacies in Pontianak City is very visible with the emergence of many new pharmacies. Based on data from the Pontianak Health Office in 2022, there were 114 pharmacies registered in various sub-districts, including West Pontianak, North Pontianak, South Pontianak, Southeast Pontianak, East Pontianak, and Pontianak City. This phenomenon reflects the development of the need for health services and the availability of drugs in the area. Through this study, it is hoped that complex relationships and interactions can be found between these three variables,

Theoretical Study

Competitive Price

Price is a value expressed in one currency or exchange tool for a particular product. Entrepreneurs need to realize the importance of determining the selling price of a product because in business competition, the prices offered by competitors can be lower with the same quality or even better quality. Competitive pricing, which reflects its quality, can increase consumer purchasing decisions. This is because when the price of a product is considered more affordable than its competitors and has the same value or utility, consumers will certainly prefer that product. Competitive pricing is based on conducting an overview of current competitors, and then adjusting the price relative to the strategy. If the strategy is market penetration, it will set a lower price (therefore involved in setting the pricing). If it has a price difference strategy, it will try to provide a higher price (using a premium price). ([Reven & Ferdinand, 2017: 5](#)); ([Setyawati & Rahma, 2022: 59](#)); ([Noor, 2020: 131](#)). Respondents' assessment of the competitive price dimension

is divided into three measurement indicators, namely price according to quality, price is the same as competitors, price is cheaper than competitors (Putri & Ferdinand, in Irene, 2021: 3).

Service Performance

Service performance refers to service behavior that follows formalized job descriptions and service scripts and consists of completing core service tasks using standard service procedures. Companies that have a mission statement for customer service will be able to improve customer performance because of more intensive efforts to monitor company performance. Companies that have a clear customer service mission will be more likely to store quantitative data on customer service performance and will be more likely to survey customers and monitor more activities related to customer service. Lupiyoadi in Hutahayan, (2019: 51-52); (Raub, 2012) in Pranogyo, Hamidah & Suyatno (2022: 2); Germain and Cooper (1990) in Huseno, 2021: 37). Respondents' assessments of service performance dimensions are divided into three measurement indicators, namely Responding quickly, Meeting customer needs appropriately, Efficient in operations. Gaspersz ([in Ardane et al., 2017: 19](#)). Based on the study of service performance variables, the second hypothesis in this study is:

Word of Mouth

Word of mouth (WOM) program is the most important informal way of communication between consumers. It is defined as informal communication directed to other consumers regarding the ownership, or characteristics of certain goods and services and/or their sellers. There are several reasons for the power of word of mouth programs. First, word of mouth is more reliable and trustworthy than commercial information sources controlled by companies (e.g. advertising, sponsorship), because in everyday life most of our discussions are with friends, family, that is, people we trust and whose purpose is not to promote a particular company. Word of Mouth (WOM) is personal communication between two or more individuals, for example between customers and sellers or between members of a group. Word of Mouth (WOM) is described as interpersonal communication between communicators. Word of Mouth (WOM) is increasingly recognized as a very important form of promotion, especially in the service industry environment, where quality plays a very important role as a reference for customers in making decisions. Word of Mouth (WOM) is oral, written, and electronic communication between people related to the advantages or experiences of buying or using products or services. Vanhamme (2003) in Sudarso (2016: 67); (Sweenay et al., 2008) in ([Rabbani et al., 2023: 143](#)). Kotler and Keller (2009: 174) in Latief (2018: 17). In WOM there are several things that can be used as indicators in determining whether it is successful or not. The indicators are: Talking about products, Recommending products, Promoting products. (Babin et al. in Wicaksono, 2016: 15).

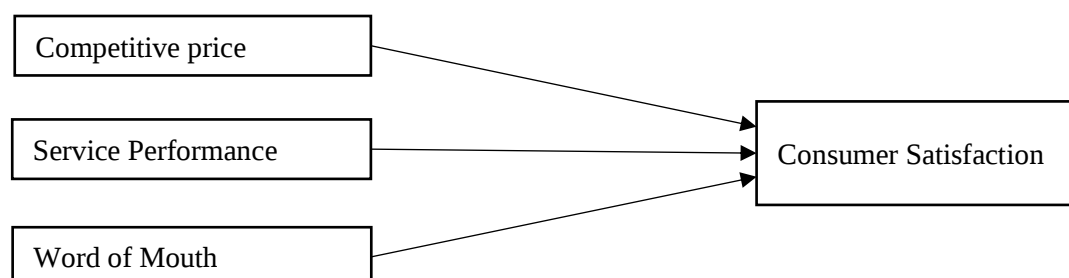


Figure 1. Research Conceptual Framework

Based on the Figure above, this author tests whether there is a positive and significant influence between Competitive Price, Service Performance, and Word Of Mouth on consumer satisfaction, with the aim of finding out whether the gap between each independent variable and the dependent variable will widen or narrow.

Methods

The population in this study were consumers who purchased outpatient drugs or non-prescription over-the-counter drugs at pharmacies in Pontianak city. The sample determination used the theory (Ferdinand, 2014) namely the sample size was determined as much as 25 times the independent variable. The sample was 115 consumers who purchased non-prescription over-the-counter drugs at pharmacies in Pontianak city. The sampling technique was carried out using the Accidental sampling method. The author used a form of causal relationship research and quantitative analysis tools that were measured using a rating scale and then processed using the SPSS version 26 program.

Results

This study examines how and how much influence competitive prices, service performance, and Word Of Mouth (WOM) have on consumer satisfaction with non-prescription over-the-counter drugs distributed through 115 respondents. By distributing questionnaires and calculating each score from the questions given. The following are the results of the description of respondents' answers to each indicator in this research variable

Table 2. Result of Respondent Answers

Indicator	Answer Weight	Answer Indeks (%)	Average
Affordable Price According to quality	600	60,00	59.90
Price Same as Competitors	596	59,60	
Price Cheaper Than Competitors	601	60,10	
Note: Competitive Price variable is categorized as moderate			
Quick Response	618	61,80	61,70
Precisely Meeting Customer Needs	614	61,40	
Efficient in Operations	619	61,90	
Note: Service Performance variable is categorized as moderate			
Talking about	635	63,50	63,40

Products			
Recommending Products	631	63,10	
Promoting Products	636	63,60	
Note : Word Of Mouth variable is categorized as moderate			
Recommending Products	650	65,00	64,90
Continuous Use	644	64,40	
Repeat Purchase	653	65,30	
Note: Consumer Satisfaction variable is categorized as moderate			

Source: Processed data 2024

Respondents' assessment of the competitive price dimension is divided into three measurement indicators, namely price according to quality, price is the same as competitors, price is cheaper than competitors. The competitive price variable has an index value and respondent interpretation of 59.90 percent. The influence of competitive prices is categorized as moderate where the competitive price value is good. Respondents' assessment of the service performance dimension is divided into three measurement indicators, namely fast response, appropriately meeting customer needs, efficient in operations. The service performance variable has an index value and respondent interpretation of 61.70 percent. The influence of service performance is categorized as moderate where the service performance value is good. In Word Of Mouth (WOM) there are several things that can be used as indicators in determining whether it is successful or not. The indicators are: Talking about products, Recommending products, Promoting products. The influence of WOM is categorized as moderate where the WOM value is 63.40 percent and is categorized as good. Based on the table above, it can be seen that the consumer satisfaction variable has an index value and respondent interpretation of 64.90 percent. The consumer satisfaction variable is categorized as moderate where the consumer satisfaction value is good as the variable that is influenced.

To determine the influence of competitive price, service performance, word of mouth, and consumer satisfaction who buy non-prescription over-the-counter drugs, researchers use statistical data processing assistance, namely Statistical Product and Service Solution (SPSS) version 26 in testing the data obtained to facilitate data processing for quantitative research purposes. The following are the results of validity and reliability tests. Validity tests are used to measure the validity of a questionnaire. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire.

Table 3. Result Test Analysis

Validity Test			
$X_{1.1} = 0,983$	$X_{2.1} =$	$X_{3.1} =$	$Y_{1.1}$
$X_{1.2} = 0,980$	0,982	0,981	=
$X_{1.3} = 0,979$	$X_{2.2} =$	$X_{3.2} =$	0,9

	0,979 X_{2.3} = 0,978	0,97 8 X_{3.3} = 0,977	81 Y_{1.2} = 0,9 78 Y_{1.3} = 0,9 76
Reliability Test X₁ = 0,980	X₂ = 0,979	X₃ = 0,97 8	Y₁ =0, 977
Normality Test Test Statistic >0,05			
Multicollinearity Test <u>Tolerance</u> <u>VIF</u>	X₁ = 0,969 X₁ = 1,032	X₂ = 0,98 4 X₂ = 1,016	X₃ = 0,9 80 X₃ = 1,0 20
Autocorrelation Test Dubrin-Waston (DW Test)	(DU< DW<4 -DI)	1,749 <1,914 > 2,357	
Heteroscedasticity Test	Nilai Sig		
	X₁ = 0,722	X₂ = 0,331	X₃ = 0,3 88
Correlation Analysis Test	R = 0,196		
Test of Determination Coefficient R²	R square = 0,38 = 3,8%		
Multiple Linear Regression Test	X₁=0,021; X₂ = 0,035; X₃ = 0,185		
F Test	testF_{hitung} ung = 1,472	Sig = 0,226	
T Test	X₁ = 0,243 Sig = 0,808	X₂ = 0,397 Sig = 0,69	X₃ =2, 005 Sig

		2	= 0,0 47
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Source: Processed data 2024

Based on Table 3 above, it can be seen that the results of the validity and reliability tests show that all question items from each variable are valid and reliable. For the normality test, it has a significant value of $0.061 > 0.05$, which means that the data is normal. The autocorrelation test has a value of $1.749 < 1.914 < 2.357$, there is no autocorrelation problem so that the data is declared free of autocorrelation and can be used. The heteroscedasticity test has a value above 0.05, which means that there is no problem. The multicollinearity test of the three variables has a tolerance value of not less than 0.10. The correlation test has a value greater than 0.05, which means that there is no correlation. The coefficient of determination test has a value of 3.8%, which means that the variables tested have an influence of 3.8%. The multiple linear regression test that has competitive price results and service performance does not have a significant influence, while Word of Mouth has a significant influence. The F test has a value where the competitive price variable and service performance do not have a significant effect while the Word of Mouth variable has a significant effect. The t test has a value where the competitive price variable and service performance do not have a significant effect while the Word of Mouth variable has a significant effect.

Based on the research that has been conducted, there are several findings for the competitive price variable, namely that consumers who shop for non-prescription over-the-counter drugs at 5 (five) pharmacies in Pontianak city are satisfied with the value they receive from the products they buy, then all consumers say that the five pharmacies in Pontianak city are considered to offer prices that are comparable to their competitors. Based on the research that has been conducted, there are several findings for the service performance variable, namely respondents or consumers from the five pharmacies gave a positive assessment in providing a quick response to customer questions, complaints, or requests. The five pharmacies are considered capable of understanding and meeting customer needs appropriately, and are considered efficient in running company operations, enabling the provision of better service to customers, increasing satisfaction, and strengthening relationships with consumers.. Based on the research that has been conducted, there are several findings for the Word Of Mouth (WOM) variable, namely consumers feel comfortable enough discussing non-prescription over-the-counter drug products from the five pharmacies which can encourage positive Word Of Mouth (WOM) and expand market reach, the five pharmacies are also said to provide adequate services so that they feel comfortable recommending non-prescription over-the-counter drug products to others, Customers feel comfortable promoting non-prescription over-the-counter drug products from the five pharmacies to others.

Conclusion

Based on the results of the study on the variables of competitive price, service performance, word of mouth on consumer satisfaction of non-prescription over-the-counter drugs in 5 (five) then it can produce managerial implications which are the

results of research findings presented in the following theory:

Competitive Price, The findings on competitive prices do not have a significant effect on consumer satisfaction. Based on the research findings, some consumers feel that price is not the main thing in consumer satisfaction. Although competitive prices are often considered the main attraction for consumers, this study shows that other aspects of the consumer experience may have a greater influence on consumer satisfaction. In the five pharmacies, consumers considered that they valued the non-price benefits they received more than just low prices. In addition, the five pharmacies always identified price-sensitive market segments and adjusted their marketing strategies to meet the specific needs of those segments.

Service Performance, The findings on service performance do not have a significant effect on consumer satisfaction. Based on the research findings, some consumers feel that service performance is not the main thing in buying non-prescription over-the-counter drugs in the five pharmacies so that the five pharmacies are expected to evaluate and improve other aspects that may have a greater impact on consumer satisfaction. Although service performance is an important factor in consumer experience, this study shows that relying solely on improving service performance is not enough to significantly increase consumer satisfaction. The five pharmacies were able to identify feedback from consumers regarding specific aspects of less than satisfactory service performance which were carefully analyzed to find the root of the problem.

Word of Mouth (WOM), The findings on WOM have a positive and significant effect on consumer satisfaction. Based on the research findings, some respondents or consumers feel that WOM is often considered an important factor in influencing consumer perceptions and decisions. By adopting a more comprehensive approach and taking advantage of existing opportunities to improve prices, service quality, and the overall consumer experience, the five pharmacies in Pontianak city can increase consumer satisfaction and in turn, strengthen the positive effects of WOM.

Suggestion

The company can conduct regular market surveys to monitor competitor prices. Implement special discount and promotion programs on certain products. Use cost analysis to ensure competitive prices without reducing quality. The company can hold regular training for staff on service skills and product knowledge. Implement a performance appraisal system and customer feedback. For further research, this study only describes three independent variables, so it is possible that there are still many other variables that are related to the problems faced in further research. These variables are: location, digital marketing, product quality. The number of samples used in this study was only 115 samples which is still lacking for further research to increase the number of samples to get more accurate results.

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