



**Analysis of the Influence of Service Quality, Price Perception,
Customer Trust, and Customer Satisfaction on Customer Loyalty at
Kimia Farma Pharmacy in North Sulawesi**

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Abstract: This study aims to analyze how the influence of service quality, price perception, customer trust and customer satisfaction on customer loyalty at Kimia Farma Pharmacy in North Sulawesi. This research is a field research, using a descriptive quantitative research type. The sample used in this study amounted to 80 customers taken from 10 Kimia Farma outlets in North Sulawesi randomly. The analysis used in this study is multiple regression analysis. The results showed that simultaneously there was a significant influence of the variables of service quality, price perception, customer trust and customer satisfaction on customer loyalty at Kimia Farma Pharmacy in North Sulawesi. Each partially has a significant influence of Service Quality and Price Perception variables on customer loyalty at Kimia Farma Pharmacy in North Sulawesi. Meanwhile, each customer trust variable and customer satisfaction variable partially have a positive but not significant effect on customer loyalty at Kimia Farma Pharmacy in North Sulawesi.

Key words: Service Quality, Perceived Price, Customer Satisfaction, Customer Loyalty

PRELIMINARY

Competition in the retail business that is getting tougher nowadays requires companies to make improvements in their services to maintain business continuity. Both in the domestic market and in the international market, companies must have a strategy in providing satisfaction to their customers. Characteristics Customers who are becoming increasingly critical demand satisfactory service from the company. To win the competition, companies must be able to provide satisfaction to their customers, so that loyal customers emerge and have a sense of trust in a company's goods and services. One of the indicators used to evaluate the quality of service in pharmacies is to measure the level of customer satisfaction. Customer satisfaction is one indicator that is widely used in measuring the service quality of a product, both goods and services.

Pharmacies as pharmaceutical retailers are also required to be able to maintain customer loyalty. In carrying out the current pharmaceutical retail business, pharmaceutical activities provided by pharmacies must be able to provide satisfaction and benefits for patients or customers. This activity is manifested in providing or conveying drug information as a whole starting from the

understanding aspect, namely the patient's understanding of what has been conveyed to the tangible aspect. Understanding aspects include how to communicate in language that is easy to understand, understanding needs, polite manners, reliability in providing services as promised to patients, and responsiveness to help and provide services quickly and precisely to patients or customers.

Kimia Farma Pharmacy is one of the largest chain pharmacies in North Sulawesi. Kimia Farma Pharmacy has more than forty branches spread across all districts/cities in North Sulawesi Province. Kimia Farma Pharmacy North Sulawesi wants to provide maximum service to patients so as to create a sense of security for the drugs given, appropriate drug prices and provide a sense of comfort for the services received. Kimia Farma North Sulawesi has been given the trust of customers, this is evidenced by the significant increase in the company's revenue from year to year.

Based on the results of a pre-survey conducted on Kimia Farma Pharmacy customers in North Sulawesi, it shows that 14 out of 20 respondents are satisfied with the services provided but still need to improve Kimia Farma Pharmacy services because some customers feel that the expected quality has not been met by Kimia Farma Pharmacy. As for the price applied by Kimia Farma Pharmacy, it is considered to be still high when compared to other pharmacies in North Sulawesi. Some of the customers said that they always buy medicines at Kimia Farma because they believe that Kimia Farma provides quality products and the buyers are old customers and have been recommended by family doctors where customers seek treatment.

From the background above, this study aims to:

1. Analyzing the effect of service quality, price perception, customer trust and customer satisfaction on customer loyalty at Kimia Farma Pharmacy in North Sulawesi.
2. Analyzing the effect of service quality on customer loyalty at Kimia Farma Pharmacy in North Sulawesi.
3. Analyzing the effect of price perceptions on customer loyalty at Kimia Farma Pharmacy in North Sulawesi.
4. Analyzing the effect of trust on customer loyalty at Kimia Farma Pharmacy in North Sulawesi.
5. Analyzing the effect of customer satisfaction on customer loyalty at Kimia Farma Pharmacy in North Sulawesi.

LITERATURE REVIEW

Marketing Management

According to Sudaryono (2016: 41) marketing is a management process that seeks to maximize profits (returns) for shareholders by establishing relationships with key customers (valued customers) and creating competitive advantage. Marketing management is an important aspect in achieving business actors' goals. Production results will not generate optimal income if business actors ignore marketing management. Marketing is more broadly defined as a social process, in which individuals and groups get what they need, and they want by creating and maintaining products and value with other individuals or groups (Kotler, 2015: 5).

Effective marketing management is assessing and developing an optimal set of marketing strategies. After determining the target market and the desired product position in the minds of customers, the company needs to design a program so that the product can get a response from the target market. In marketing a tool is needed, the tool here is a program that can be controlled by the company.

The marketing mix (marketing mix) is a strategy to interfere with marketing activities, in order to find the maximum combination so as to bring satisfactory results (Alma, 2016: 205). According to Kotler and Armstrong (2016: 47) the marketing mix includes four (4) main points (4P) and can be controlled by companies which include product, price, place and promotion.).

According to Kotler and Keller (2016: 47) four variables in marketing mix activities have the following components:

1. Product, is a combination of goods and services the company offers two target markets.
2. Price, is the amount the customer must pay to obtain the product.
3. Place, is covering the company's products available to target customers.
4. Promotion refers to activities that communicate the goodness of the product and persuade target customers.

Service quality

According to Tanuwijaya and Tannady (2019), Service Quality is any action or activity that can be offered by one party to another, basically an intangible service and does not result in any transfer of ownership. If the quality of a product produced by a company is good, then customers will be satisfied by feeling worth the money they spent to get the product. Service quality is a combination of traits and characteristics that determine the extent to which a product can meet customer needs and expectations.

According to Tjiptono and Chandra (2016: 13) Service is defined as any action or deed that can be offered by a party to another party which is basically intangible (not physically tangible) and does not result in the ownership of something. If the service received by the customer is as expected, then the service quality is considered satisfactory and vice versa, if the service received by the customer is lower or less than expected, then the service is considered unsatisfactory. Companies are required to make maximum efforts to meet customer expectations.

To be able to survive in the competition, companies must be able to improve the quality of service provided to customers, because the better the service provided will create satisfaction with the goods and services produced by the company. The dimensions of service quality according to Atmaja (2018), namely:

1. *Tangibles*(physical evidence). Physical appearance, equipment and various visible materials that can be assessed as good.
2. *Empathy*(empathy). Willingness of employees in establishing relationships, good communication, personal attention and understanding of individual customer needs.
3. *Responsiveness*(responsiveness). Willingness and ability of employees to provide fast and responsive service. The readiness of employees to fulfill customer desires responsively and friendly.
4. *reliability*(reliability). Ability to provide services promptly, accurately, consistently and satisfactorily.
5. *assurance*(guarantee). Includes knowledge, competence, courtesy and trustworthiness of staff regarding promises made, free from danger, risk or doubt.

Price Perception

According to Kotler and Keller (2016) states that Perceived Price is the amount of money billed for a product and service or the amount of value exchanged by consumers to be able to benefit from using a product and service. Perceived price is a value expressed in money which consumers will later exchange for a product or service, so that consumers will benefit from the goods or

services. Perceived value depends on how customers relate various product attributes that are relevant to themselves (Firatmadi, 2017). Meanwhile, value is not something real, value is very abstract, value comes from the customer's perception of the actual amount that is reasonable if valued in money regarding a product seen from its quality.

According to Firatmadi (2017) other dimensions which are elements of pricing are divided into 8 pricing policies, namely:

1. *Parity pricing.* Parity pricing is equalizing selling prices with competitors' prices.
2. *Penetration pricing.* Penetration pricing is a price below the prevailing standard market price with the aim of gaining market share.
3. *Premium pricing.* Premium pricing is pricing above the market price to indicate that your brand has superior quality.
4. *Skimming pricing.* Temporary Price is the setting of a price above the market price in order to gain maximum profit from loyal customers and not be easily affected by price changes.
5. *Price discrimination.* Penetration price discrimination is a move to offer lower prices to price sensitive customers.
6. *Bundling price.* Price unification is an attempt to combine two products in one price.
7. *Price perception.* Price psychology greatly influences customer perceptions that prices can change, by making products look cheaper so that they will boost sales.

Customer trust

Building Trust is very important because trust is the key to long-term survival of a brand. According to Jeremia and Djurwati (2019: 834) trust is a company's willingness to depend on business partners. Trust depends on several interpersonal and inter-organizational factors such as competence, integrity, honesty and kindness.

Trust is the strength that a product has certain attributes. Trust is often called object-attribute linkage, namely customer trust about the possibility of a relationship between an object and relevant attributes (Sumarwan in Lapasiang, 2017). Customer trust is the customer's desire to develop stable relationships and the desire to make short-term sacrifices in order to maintain relationships and trust with the company.

According to Robby (2017) consumer trust is all knowledge possessed by customers and all conclusions made by customers about objects, attributes, and benefits. It is further said that trust is the strength that a product has certain attributes.

Customer Satisfaction

The service from the manufacturer is certainly very influential on the level of customer satisfaction, especially when considering the products used. Kotler and Keller (2017: 177) state that "Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance." Customer satisfaction is a feeling of pleasure that someone gets from comparing perceived performance or product results with their expectations (Otto et al., 2020).

Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected product performance (results) to the expected performance (Atmaja, 2018). According to the company, there are five main dimensions of customer satisfaction in determining consumer satisfaction, namely: Price, Service Quality, Product Quality, Emotional Factor, and Efficiency. (Atmaja, 2018).

Customer satisfaction can be interpreted as a feeling that arises that is felt by those who will buy or enjoy the services that will be provided by suppliers or providers (Roz, 2019). Someone who will become a customer will certainly interact with service providers. Tjiptono, (2017) customer satisfaction is a form of post-purchase evaluation between perceptions of the performance of alternative products or services that have been chosen to exceed expectations.

Pidada and Wandebori, (2016) define customer satisfaction as a summary of the psychological state that is achieved when expectations match what is desired. Satisfaction felt by customers is influenced by comparisons of services that are understood with services expected, and as a customer's short-term emotional reaction to the performance of a form of service obtained.

Customer loyalty

Customer loyalty is a major factor that is expected by every company in maintaining business continuity. By increasing the number of loyal customers, the company will be able to ensure the increase in sales figures they expect. According to Rahmadani et al (2019) it is stated that customer loyalty is a customer's commitment to a brand, store or supplier, based on a very positive attitude and is reflected in consistent repeat purchases.

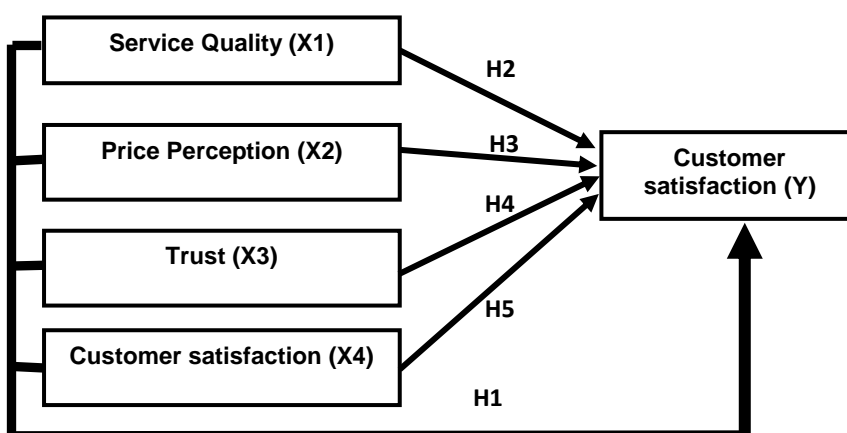
Meanwhile, according to Insani and Madia (2020) stated that customer loyalty is a clear aspect that comes from the customer to re-subscribe or re-purchase similar products / services that they use regularly in the future, even though the effects of situations and marketing campaigns will contribute to moving behavior.

According to Firmansyah (2019) revealed that customer loyalty is a clear aspect that only comes from customers/customers re-subscribing to buy similar products/services as they get and use regularly in the future. Customer loyalty also means long-term commitment from customers, which is reflected in loyal behavior and attitudes towards the company and its products. This loyal attitude is proven through regular and sustainable consumption, so that the company and its products become an important part of the consumption process (Priansa, 2017).

MODEL AND RESEARCH HYPOTHESIS

Research Model

This research model is described as follows:



Description: Partial ; Simultaneous →

Figure 1. Research Model

Source: Literature Review, 2022

Research Hypothesis

The hypotheses raised in this study are:

H1 = Quality of Service, Perceived Price, Customer Trust and Customer Satisfaction are thought to influence each other simultaneously so that it has an impact on Customer Loyalty at Kimia Farma Pharmacy in North Sulawesi.

H2 = Service Quality is suspected of influencing Customer Loyalty of Kimia Farma Pharmacy in North Sulawesi

H3 = Perceived Price is suspected of influencing Customer Loyalty of Kimia Farma Pharmacy in North Sulawesi

H4 = Customer Trust is suspected of influencing Customer Loyalty of Kimia Farma Pharmacy in North Sulawesi

H5 = Customer Satisfaction is suspected of influencing Customer Loyalty of Kimia Farma Pharmacy in North Sulawesi

RESEARCH METHODS

Types of research

This research is included as associative research. Associative research is research that seeks the relationship or influence of the independent variable (X) on the dependent variable (Y). This study looks for a causal relationship or influence, between the independent variables (X1) Quality of service (X2) Perceived price, (X3) Trust and (X4) Customer satisfaction on the dependent variable (Y) Customer loyalty.

Research Object and Time

This research was conducted at all Kimia Farma Pharmacies located in North Sulawesi. The time of this research will be carried out between August and September 2022.

Population and Sample

The population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2016). The population is the entire subject to be studied with characteristics that can be said to be the same so that the results of research conducted on this population can be generalized. The population in this study are customers at the 10 Kimia Farma Pharmacies, which based on the highest number of visits and have the highest turnover in the North Sulawesi region in the period September 2021 to February 2022 (Branch Manager KG Manado, 2022).

The sample is part of the number and characteristics possessed by the population (Sugiono, 2012). The total number of research questionnaires distributed equally to 10 pharmacies was 150 respondent questionnaires, but the questionnaires filled after being verified were only 80 respondent questionnaires which were declared valid for this study.

Sugiyono (2016) provides suggestions regarding sample size for research as follows:

1. An appropriate sample size in research is between 30 and 500.
2. If the sample is divided into categories, the number of sample members for each category is at least 30.
3. If the research is to carry out multivariate analysis (correlation or multiple regression for example), then the number of sample members is at least 10 times the number of variables studied.

For example, there are 5 research variables (independent + dependent), then the number of sample members = $10 \times 5 = 50$

The sample in this study is all data that meets the inclusion criteria obtained from the distribution of questionnaires at 10 pharmacies from August to September 2022 with the provisions of $30 < n < 500$.

Data analysis technique

Questionnaire answers were processed into data in Microsoft Excel, then the data was transferred to SPSS 25 software to be analyzed using multiple linear regression methods. Prior to data analysis, validity and reliability tests were carried out first. Regression analysis is basically a study of the dependence of the dependent (bound) variable with one or more independent variables (explanatory/independent variables), with the aim of estimating and/or predicting the population mean or the average value of the dependent variable based on the known values of the independent variables (Gujarati, 2003). The results of the regression analysis are in the form of coefficients for each independent variable. The regression equation in this study can be explained as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Information :

α : Constant; $\beta_1, \beta_2, \beta_3, \beta_4$: Regression coefficient of each independent variable;

e : Error Estimate; Y : Customer Loyalty; X_1 : Service Quality; X_2 : Perceived Price; X_3 : Trust; X_4 : Customer Satisfaction.

The magnitude of the constant is reflected in " α " and the magnitude of the regression coefficient of each independent variable is indicated by $\beta_1, \beta_2, \beta_3, \beta_4$.

RESEARCH RESULTS AND DISCUSSION

Research result

Research Instrument Validity Test

Validity test is a test used to show the extent to which the measuring instrument used in a measure measures what is being measured. Validity test is used to measure the validity or validity of a questionnaire. The validity test that has been carried out in this study is shown in the following table:

Table 1. Validity Test Results

Items	Count	Rtable	Information
1	0.641	0.2172	VALID
2	0.725	0.2172	VALID
3	0.712	0.2172	VALID
4	0.895	0.2172	VALID
5	0.923	0.2172	VALID
6	0.851	0.2172	VALID
7	0.821	0.2172	VALID
8	0.709	0.2172	VALID
9	0.723	0.2172	VALID
10	0.818	0.2172	VALID

11	0837	0.2172	VALID
12	0897	0.2172	VALID
13	0.549	0.2172	VALID
14	0.923	0.2172	VALID
15	0.895	0.2172	VALID
16	0.818	0.2172	VALID
17	0837	0.2172	VALID
18	0.872	0.2172	VALID
19	0897	0.2172	VALID
20	0.895	0.2172	VALID
21	0.895	0.2172	VALID
22	0.876	0.2172	VALID
23	1,000	0.2172	VALID

Source: SPSS Processed Data 2

From the results of the validity test in the table above, the questionnaire containing these 4 variables contained 23 statement items in the research questionnaire which had been filled out by 80 respondents in this study. One way to find out which statement items in the research questionnaire are valid and invalid, we have to find out the r table first. The formula for r table is $df = N-2$ so $80-2 = 78$, so r table = 0.2172. From the results of the validity calculation in the table above, it can be seen that r count > r table, there are 23 questionnaires which are declared valid.

Statistical t test (Partial)

The t-statistic test is used to partially test the regression coefficients of the independent variables. The results of the t-statistic test in this study are as follows:

Table 2. Statistical t test results (partial)

Variable	t count	Significance
Service quality	3.168	0.002
Price Perception	3,491	0.001
CUsomer trust	0.550	0.584
Customer satisfaction	1939	0.056

Source: SPSS Processed Data 25

Based on the results of the t-statistic test above, the conclusions are as follows:

1. The basis for decision making is as follows
 1. If the significance value is less than 0.05, it means that service quality affects customer loyalty.
 2. If the significance value is greater than 0.05, it means that service quality has no significant effect on customer loyalty.

The first hypothesis in this study is service quality (X1) has a significant effect on customer loyalty (Y). Based on the SPSS "Coefficient" output table above, it is known that the significance value (Sig) of the service quality variable is 0.002. Because the value of Sig. 0.002 is smaller than the probability of 0.05, it can be concluded that there is a significant effect between service quality (X1) on customer loyalty (Y).

2. Basic decision making hypothesis 2 (H2) is as follows

1. If the significance value is less than 0.05, it means that price perception has an effect on customer loyalty.
2. If the significance value is greater than 0.05, it means that price perception has no significant effect on customer loyalty.

The second hypothesis in this study is that price perception (X2) has a significant effect on customer loyalty (Y). Based on the SPSS "Coefficient" output table above, it is known that the significance value (Sig) of the service quality variable is 0.001. Because the value of Sig. 0.001 is smaller than the probability of 0.05, it can be concluded that there is a significant effect between price perceptions (X2) on customer loyalty (Y).

3. Basic decision making hypothesis 3 (H3) is as follows

1. If the significance value is less than 0.05, it means that customer trust has an effect on customer loyalty.
2. If the significance value is greater than 0.05, it means that customer trust has no significant effect on customer loyalty.

The second hypothesis in this study is that customer trust (X3) has no significant effect on customer loyalty (Y). Based on the SPSS "Coefficient" output table above, it is known that the significance value (Sig) of the customer trust variable is 0.584. Because the value of Sig. 0.584 is greater than the probability of 0.05, it can be concluded that there is no significant effect between customer trust (X3) on customer loyalty (Y).

4. Basic decision making hypothesis 3 (H4) is as follows

1. If the significance value is less than 0.05, it means that customer satisfaction affects customer loyalty.
2. If the significance value is greater than 0.05, it means that customer satisfaction has no significant effect on customer loyalty.

The second hypothesis in this study is that customer satisfaction (X4) has no significant effect on customer loyalty (Y). Based on the SPSS "Coefficient" output table above, it is known that the significance value (Sig) of the customer satisfaction variable is 0.056. Because the value of Sig. 0.056 is greater than the probability of 0.05, it can be concluded that there is no significant effect between customer satisfaction (X3) on customer loyalty (Y).

F-statistical Test (Simultaneous)

The F test was carried out to see together the influence or positive and significant relationship between the independent variables (X1, X2, X3, X4) in the form of service quality, price perception, customer trust and customer satisfaction on the dependent variable (Y) in the form of customer loyalty at the Pharmacy Pharmaceutical Chemistry. The hypothesis model used in the F test is as follows:

1. H0 is accepted if $F_{count} > F_{table}$ at $\alpha = 0.05$
2. H0 is rejected if $F_{count} < F_{table}$ at $\alpha = 0.05$

Table 3 Statistical F Test Results (Simultaneous)

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	260,737	4	65,184	194,385	.000b
	residual	25,150	75	.335		
	Total	285,887	79			

Source: SPSS Processed Data 25

The results of the ANOVA test using the F-test in the table show the Fcount value of 194,385 and a significance level (0.000), with a Ftable value of 2.33, where $F_{count} > F_{table}$ ($194,385 > 2.33$). With these results it means that H_0 is rejected and H_a is accepted, which means that simultaneously (simultaneously) there is a significant influence of the independent variables, namely service quality, price perception, customer trust and customer satisfaction on the dependent variable, namely consumer loyalty at Kimia Farma Pharmacy.

Discussion

The Effect of Service Quality on Customer Loyalty

In the service process there are efforts to give and receive information from each other. If there is reciprocity and benefits in accordance with what is desired, then this will create a trust. If the customer gets the satisfaction he expects, the customer can give his trust to the services he uses, so that loyalty will appear in the customer automatically.

Service quality is the main part that influences the increase in business results. A service can be said to be of high quality if technical performance includes quality, timely delivery, keeping promises, and having few errors or inconveniences. The quality services implemented by Kimia Farma Pharmacy to consumers include reliability, responsiveness, guarantees, and physical evidence. From the research results, it can be concluded that there is a significant influence between the quality of service provided by Kimia Farma Pharmacy on Customer Loyalty. Where in the statistical test results the resulting value is 0.002 < from the standard significance value of 0.005. Thus the results of research conducted by the authors support the results of previous research conducted by Lina, Widodo,

The Effect of Price Perceptions on Customer Loyalty

The results showed that there was a significant influence between price perceptions and customer loyalty at Kimia Farma Pharmacy. The significance value in this study is 0.001 < 0.005, which means that price perception has a significant effect in shaping customer loyalty attitudes at Kimia Farma Pharmacy in North Sulawesi. The results of this study also support the results of previous research conducted by Mariana Puspa Dewi (2020), which states that price perceptions have a direct, positive and significant effect on customer loyalty. The higher the price perception, the higher the customer loyalty, the increase in customer loyalty due to the increase in price perception is also relatively large. Price is often used as an indicator of quality for customers where people often choose lower prices. Price is an important factor in influencing consumer loyalty. Today's consumers are more critical, more discerning, more price conscious, more demanding and also approached by many competitors with offering the same or even better. In determining consumer loyalty, information about prices is urgently needed where this information will be considered and understood and the meaning resulting from this price information can influence consumer buying behavior (Rosita et al., 2021).

The Effect of Customer Trust on Customer Loyalty

The results of the study show that there is an influence with a positive value, but not significant between customer trust and customer loyalty of Kimia Farma North Sulawesi. This is indicated by

the value of 0.550 which is positive but with a significance value of 0.584 which is greater than the standard significance value of 0.005. The results of this study support the results of research conducted by Alida Putri Delfina, Yasri, Rose Rahmidani (2018) which states that customer trust has a positive but not significant effect on customer loyalty. This means that customer trust does not make a major contribution in determining customer loyalty variables.

The Effect of Customer Satisfaction on Customer Loyalty

The results showed that there was an influence with a positive but not significant value of customer satisfaction on customer loyalty at Kimia Farma Pharmacy in North Sulawesi. Statistical test results showed results with a positive value of 1.939 but with a significance value above 0.005, namely 0.056. thus, the variable customer satisfaction has a positive but not significant effect on customer loyalty at Kimia Farma Pharmacy. The results of this study support the results of research conducted by Nida Salma Fahrani (2022), which states that customer satisfaction has a positive effect, but not significant. This is due to the seven indicators of customer satisfaction, only three indicators have been fulfilled, namely product, price and location. While the promotion indicators, employee services, facilities,

Conclusion

Based on the results of the research above, it can be concluded as follows:

1. Simultaneously there is a significant effect of Service Quality, Price Perception, Customer Trust, and Customer Satisfaction on Customer Loyalty of Kimia Farma Pharmacy in North Sulawesi?
2. Partially, there is a significant influence of service quality variables on customer loyalty at Kimia Farma Pharmacy in North Sulawesi
3. Partially, there is a significant influence between the price perception variables on customer loyalty at the Kimia Farma Pharmacy in North Sulawesi
4. Partially, there is a positive but not significant effect of customer trust on the loyalty of Kimia Farma Pharmacy customers in North Sulawesi
5. Partially there is a positive but not significant effect of customer satisfaction on customer loyalty at Kimia Farma Pharmacy in North Sulawesi

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