

The Effect of Drug Prices, Facilities on Customer Satisfaction through Service Quality

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Abstract

This research method is quantitative. The population in this study was customers who visited the Kimia Farma Daya Pharmacy in Makassar City. The sample in this study was 100 customers of the Kimia Farma Daya Pharmacy in Makassar City. The analysis technique used is path analysis, while hypothesis testing uses the t-test to test the direct effect and indirect effect of the variable drug price, facilities on customer satisfaction through service quality. The research results concluded that (1) There is a positive but insignificant influence between the variable cost of drugs on the quality of service to customers at Kimia Farma Pharmacy, Makassar City. (2) There is a positive and significant influence between the facilities and service quality variables on customer satisfaction at the Kimia Farma Daya Pharmacy Makassar City. (3) There is a positive but insignificant influence between drug price variables on customer satisfaction at Kimia Farma Pharmacy Makassar City. (4) Drug prices positively and significantly affect customer satisfaction through service quality, rejected or not proven. (5) Facilities have a positive and significant impact on customer satisfaction through service quality "accepted or confirmed.

Keywords: Drug Prices, Facilities, Customer Satisfaction, Service Quality

1. Introduction

The development of economic level and ease in obtaining information makes people increasingly critical in maintaining their health. People can receive services and medicines in pharmacies; patients can also do self-medication or self-medicating, with over-the-counter drugs or a doctor's prescription. Pharmacy is a means of pharmaceutical services where pharmacists carry out pharmaceutical practices. Pharmaceutical services performed are a direct service and can be accounted for by pharmacists or assistant pharmacists to patients about pharmaceutical preparations to improve patients' quality of life and as expected (Regulation of the Minister of Health RI No.35, 2014).

PT. Kimia Farma Pharmacy is a state-owned company that is a subsidiary created by Kimia Farma to manage pharmacies owned by PT. Kimia Farma Pharmacy, in this case, to increase the combined sales turnover of PT. Kimia Farma Tbk. This is by the vision and mission of PT. Kimia Farma "Becomes an integrated health sector corporation

and can generate sustainable value growth through synergistic business configuration and coordination." The increasing activity of the business in a pharmacy, making the competition will be tighter. Also, the expected market space has been caused by the number of suppliers involved in pharmacies that prioritize customer satisfaction through excellent service quality (Choirunnisa et al., the Year 2017).

A company can achieve many strategies in improving customer satisfaction, for example, pay attention to the price aspect. Customers will be more likely to choose companies that offer products/services at low prices. Price is part of the most important factors and should be considered by customers before purchasing a company.

In addition to lower prices, facilities also play a role in capturing customer satisfaction. Facilities are also a parameter of all the services that have. Been provided and have a lot of influence on customer satisfaction. Because of the good facilities will greatly facilitate customers and comfortable in using the available facilities. (According to Kotler 2014).

The higher competition between companies makes each company increasingly try to provide better quality and service. (According to Tjiptono, 2013) The quality of service is the level of excellence that customers want to meet what customers expect.

Competition in the business world is increasing, so many companies are increasingly doing various ways to improve customers' quality and facilities. Therefore, customers are getting stricter to satisfy their physical and spiritual needs the target in meeting the wishes and needs in achieving the 10th large number of satisfactions possible. Customer satisfaction is also the most critical factor for success in a company. And what is very important is that customer satisfaction becomes the basis for the company to grow and keep going (Kanto et al., 2020; Lionardo et al., 2020; Rachman et al., 2019). Customer satisfaction can be obtained in three variables: the price of drugs, facilities, and the quality of services provided. The more of a product and service in providing the best satisfaction to its customers then produce a particular position to the product /service in the customer's heart and mind who will be the primary option in future transactions.

In pharmaceutical services at the pharmacy, customer satisfaction is a feeling of joy in yourself after receiving direct service. Suppose the goods' quality is smaller than expected. In that case, customers will feel hopeless, be it is the opposite if it turns out to be by what is expected, the customer will feel satisfied, and if more than what is expected, the customer will be delighted. What is supposed is whether to make customers will buy the product and what if it gives a positive or non-negative value about the product/ service will be recommended to others. Customer satisfaction is an essential aspect of marketing management in judging because of its importance in marketing. Satisfaction becomes the main factor di several consumer research that a company quite vigorously conducts (Amanah, 2010).

One strategy that can be applied to customer satisfaction is the Acknowledging model that seeks to show consumers that they are introduced personally, for example, by responding to every communication or correspondence from consumers as quickly as possible. Customer satisfaction is done on five service quality factors: assurance, responsiveness, reliability, tangible, and empathy. Responsiveness is employees' willingness to help customers through fast services, such as counter employees who are agile in serving customers, serving fast service, and accurate drug information to customers. Reliability is an advantage in doing that corresponds to what has been promoted. In this study, it is easier in the rules of administration of services in pharmacies. Assurance is a quality aspect that has to do with the front-line staff system to increase customer assurance. Assurance is a quality factor that has a lot to do with the front-line staff system to increase customer trust—empathy (friendliness) technical services such as friendly pharmacy employees. Tangible (tangible evidence) includes the location of pharmacies that are easy to reach, waiting chairs and adequate waiting rooms, and the room's comfort and cleanliness. The price of drugs is also one of the strategies to attract customers, but this becomes a different obstacle for pharmacy Kimia Farma. Pharmacy Kimia Farma provides various facilities from other pharmacies, such as a complete stock of medicines and a branch with a large number close to the community.

2. Literature Review

2.1 Price

It is an aspect that is not forgotten to be included to play an important role if it gives satisfaction to customers. (Dewandi et al., 2014). The price is created because of an agreement between the seller and the buyer. Bargaining regarding the product's value to be sold. Price is an element of the mix in marketing that can provide income, while the other element is just a cost element. price can change the sales result, market share profit that a company can achieve. (According to Swastha and Sukotjo, the Year 2000) "Price is several currencies (combined with several products if possible) needed to get several combinations of a product and its services" (Amanah, 2010).

It is also justified by Anoraga (2000). that the interest to report purchase is a previous experience. Or because of the basis of the past buying experience. Pricing aims to target each policy or pricing; in this case, of course, it seeks to make it easier for management when working on evaluation and analysis on each approach to be taken. Therefore, the results of research and assessment have been made; the government quickly determines the new policy to minimize the shortcomings of various price determinations that have been resolved before. Pricing strategy should be very concerned on three related conditions: If the price of the new product will be set, if an established product will take into consideration its long-term changes, and If you are considering making short-term price changes (Noto, 2016).

2.2 Quality of Service

The quality of service is an essential factor in a company for customers, which is part of customer satisfaction that cannot be exemplified. It involves the attitudes and behaviors of members of an organization. Emotional consequences are relatively significant in a product related to lifestyles, such as four-wheeled vehicles, clothing and cosmetics, and even other properties. At the same time, Fandy Tjiptono revealed that service quality is an advantage corrected by customers, customer expectations, and handling these excess levels to meet customer desires. In other words, two main factors can affect the expected quality of services and the quality of services that can be felt or received. (Purnamasari, the Year 2014)

The quality of service is the level to be felt by every customer on a product. Or service expected from a combination of will and how the customer feels after performing the service. If a product or service has been obtained and handled (perceived usefulness) has been expected, its quality is good and can provide satisfaction. In this case, it is a good quality of service not only seen from the company's point of view and understanding. if viewed based on the point of view and knowledge of a customer, the customer's impression of the quality of service is also the assessment or summation of all the service's advantages (Harfikah, the Year 2017; Mu'adi et al., 2020; Nawawi et al., 2020). According to Permenkes RI no. 35 of 2014 (Permenkes 2014), for the quality of pharmaceutical practice services in pharmacies to be guaranteed, the pharmacy needs to evaluate pharmaceutical services' quality. The conducted assessment of the quality of pharmaceutical services related to clinical pharmaceutical services through the survey is by collecting data through questionnaires. The form that is often used to measure customer satisfaction is SERVQUAL (service quality) that assesses customer satisfaction with a thorough service in the goods /services and prioritizes service or service. Customer satisfaction analysis of five aspects of service quality is given short for rater, namely Reliability, Assurance, (3) Tangibles, Empathy, and Responsiveness. (According to Apriyani & Sunarti, 2017)

2.3 Customer / Consumer Satisfaction

Satisfaction is the attitude of the customer set on the experience that has been obtained. Satisfaction is also a value to the advantages of a product/ service itself, which has pleased customers that have to do with consumer needs' satisfaction (Lovell & Wirtz, the Year 2011; Nuraini et al., 2019; Umanilo, 2020, 2019). In the world of service, customer satisfaction is an essential factor in remaining loyal to its products/services. According to Tjiptono (2011), customer satisfaction is a condition indicated by customers when they have realized that their wants and needs are what customers have expected. Meanwhile, according to Bakhtiar journal (2011), customer satisfaction is a positive customer feeling that has to do with the product/service during consumption or after using the product or service. According to Herry Achmad Buchory (2010:67), customer satisfaction is a disappointment or to customers' pleasure because it starts from expectations - expectations or impressions on a performance on a product/service result. (Ramdhani, the Year 2016). The benefits of consumer satisfaction for consumers can provide information on how satisfied/dissatisfied other consumers are too specific services/products to make wise purchasing decisions and prevent bad experiences by customers.

3. Methods

Research Method. This research is a cross-sectional study with an axial sampling of customers visiting the Pharmacy Kimia Farma Daya Makassar City. And this study using path analysis (path analysis) that is looking for direct and indirect relationships between the independent variable (drug prices, facilities) and dependent variables (customer satisfaction), with the quality of service as an intervening variable. The research location is at Kimia Farma Daya Pharmacy Makassar City on Street Perintis Kemerdekaan Km. 18, while the research time was conducted for three months in September, October, and November 2019.

The population is defined as a generalization area consisting of various sources or objects with specific characteristics and qualities. A researcher has determined to be researched and drawn conclusions (Sugiyono, the Year 2012).

Samples are the number and attributes in each population; the samples taken are part of that population and must be strictly representative. This study's population is all consumers/customers who visited and purchased drugs at the pharmacy Kimia Farma Daya Makassar during the last three months (September, October, and November 2019). The average monthly visitor is 3002 customers. Because of the large population, this study was decided on the number of samples. According to (Ferdinand, 2013) to determine the piece's size, it takes a model as much as five times the number of indicator variables used. This study's number of samples was determined 17 indicators multiplied by 6 ($17 \times 6 = 102$) rounded to 100. The sample criteria in this study are consumers who have been to Kimia Farma Daya pharmacies in Makassar City for 2 or 3 visits considering they have sufficient experience with Kimia Farma Daya pharmacies in Makassar City.

4. Result

4.1 Effect of Drug Prices on Service Quality

The results showed that drug prices did not significantly affect the quality of service to customers at Kimia Farma Pharmacy Makassar. The results can be seen by using the analysis of the path (Path analysis) coefficient of structural equation path one found that there is no significant effect between the variable price of the drug to the quality of customer service in Kimia Farma Daya Pharmacy Makassar City.

Table 1. Output of Regression Results of the Effect of Drugs Prices and Facilities on Customer Satisfaction

| Model | | Coefficients ^a | | | | |
|-------|----------------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1.384 | 1.411 | | .482 | .445 |
| | Effect of Drugs (x1) | .385 | .064 | .553 | 5.472 | .000 |
| | Facilities (x2) | .171 | .108 | .150 | 1.476 | .002 |

a. Dependent Variable: Customer Satisfaction (Y1)

The results seen in the double linear regression test coefficient of structural equation path 1 obtained the value $\beta X1=0.097$ with the probability rate (sig) of the price of the drug is 0.340 ($p<0.05$). Therefore, the author's hypothesis is rejected because there is no significant influence between variable drug prices on service quality to customers at Kimia Farma Daya Pharmacy Makassar City. In this case, showing good service quality and low prices will lead to customer satisfaction, and the concept related to return shopping interest is loyal customers. Based on table 4.8, the number of respondent profiles based on the last education shows customers who visited the chemical technology Farma Daya Makassar most educated S1. In this case, the hypothesis is rejected or not occupied because the drug's price is too high is not by the quality given; therefore, the drug's price needs to be adjusted to the price of a competitor's pharmacy.

The results showed that the facility positively and significantly affected the quality of service to customers at Kimia Farma Pharmacy Makassar. It is found that there is a positive and significant influence between facility variables on service quality at Kimia Farma Pharmacy Makassar. The results can be seen in the double linear regression test coefficient of structural equation path 1 obtained the value $\beta X2=0.275$ with the probability rate (sig) of the facility is 0.008 ($p<0.05$). Thus, the author's hypothesis is accepted: there is a positive and significant influence between facility variables on service quality to customers at Kimia Farma Pharmacy Makassar. This case shows the facility has something to do with customer perception—the perception created from customers with service facilities to service quality.

The results showed that drug prices had no significant effect on customer satisfaction at Kimia Farma Pharmacy Makassar. The research results can be seen using path analysis (path analysis) structural equation coefficient path two. There is no significant effect between the variable price of drugs on customer satisfaction at Kimia Farma Pharmacy Makassar. The results can be seen in the test of multiple linear regression coefficients of structural equation path one obtained value $\beta X1=0.091$ with the probability level (sig) drug price is 0.337 ($p<0.05$). Therefore, the author's hypothesis is rejected because there is no significant influence between the variable price of the drug to customer satisfaction at Kimia Farma Daya Pharmacy Makassar City. In this case, the cost of medicines at Kimia Farma Daya

Pharmacy in Makassar City must always compete with other competing pharmacies. Kimia Farma Daya Pharmacy in Makassar City is not higher than other pharmacies.

This study is not following the results of the previous study Utari (2014), the price has a significant influence on customer satisfaction. So, it can conclude that the price of drugs is often used as an indicator of the value linked to customers' benefits on each good / service. The price should be very maintained, especially concerning what is directly felt by the customer.

4.4 Effect of Facilities on Customer Satisfaction

The results showed that the facility positively and significantly affected customer satisfaction at the Kimia Farma Pharmacy Makassar. The study results can be seen using path analysis (Path analysis) structural equation coefficient path two found that there is a positive and significant influence between facility variables on customer satisfaction at Kimia Farma Pharmacy Makassar City. The results can be seen in the double linear regression test coefficient of structural equation path 2 obtained the value $\beta_{X2}=0.330$ with the probability level (sig) of the facility is 0.001 ($p<0.05$). Therefore, the hypothesis proposed by the author is accepted; that is, there is a positive and significant influence between facility variables on customer satisfaction at Kimia Farma Pharmacy Makassar customers. In this case, it shows the facility has something to do with customer perception. When the facilities are adequate, especially in pharmacies, customers will be satisfied with their facilities.

Table 1. Output of Regression Results of the Effect of Facilities and Service Quality on Customer Satisfaction

| Model | | Coefficients ^a | | | | |
|---|----------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 5.540 | 1.183 | | 4.457 | .000 |
| | Facilities (x1) | .118 | .038 | .272 | 3.548 | .000 |
| | Service Quality (x2) | .162 | .044 | .204 | 3.855 | .000 |
| | Customer Satisfaction (y1) | .282 | .058 | .380 | 4.602 | .000 |
| a. Dependent Variable: Customer Satisfaction (Y2) | | | | | | |

The study results show that service quality has a positive and significant effect on service quality on customer satisfaction at Kimia Farma Pharmacy, Makassar City. The results can be seen using path analysis (Path analysis) structural equation coefficient path 2 found a positive and significant influence between service quality variables on customer satisfaction at Kimia Farma Pharmacy Makassar City. The results can be seen in the double linear regression test coefficient of structural equation path 2 obtained the value $\beta_{Y1}=0.205$ with the probability rate (sig) of the facility is 0.033 ($p<0.05$). Therefore, the author's hypothesis is accepted, namely that there is a positive and significant influence between the service quality variables on customer satisfaction at Kimia Farma Makassar Pharmacy. This case shows the quality of service related to customer perception—the perception created from customers with the quality of service to customer satisfaction.

A double coefficient of structural equation line 2 (Path Analysis) was obtained from the linear regression test results. The influence of drug prices on customer satisfaction through service quality found the direct consequence of drug prices on customer satisfaction is 0.091 or 9.1%. Simultaneously, the indirect influence of Drug Price on Customer Satisfaction through service quality is $0.097 \times 0.205 = 0.019$ or 1.9%. From the findings obtained results that direct effect is more significant than indirect influence. A Sobel test was conducted to test the hypothesis, referring to the table of 1,984, and obtained count from the Sobel test of 1,530. This indicates that count < table or $1,530 < 1,984$, then it can be concluded, the hypothesis that states "Drug Prices have a positive and significant effect on Customer Satisfaction through the quality of service" is rejected or not booked. This shows that if drug prices are more competitive following consumer expectations, service quality will also increase. Consumer satisfaction at Kimia Farma Daya Makassar Pharmacy is getting better. The price of the drug, customer satisfaction, and the quality of service are interrelated because of the better quality of service. If the price is too high, the customer will also expect benefits to feeling satisfied through the service's quality of service.

From the linear regression test results, multiple coefficients of structural equations 2 (Path Analysis) obtained the influence of facilities on Customer Satisfaction through the quality of service, found the impact of facilities on Customer Satisfaction is 0.330 or 33.0%. Simultaneously, the indirect effect of the facility on Customer Satisfaction through the quality of service is $0.275 \times 0.205 = 0.056$ or 5.64%. From the findings obtained results that direct influence is higher than indirect effect. The Sobel test is conducted referring to a 1,984 and accepted count from the Sobel test of 2,563. In this case, it shows that count $>$ table or $2,563 > 1,984$, then it can be concluded, the hypothesis that states "Facilities have a Positive and Significant Effect on customer satisfaction through the quality of service" is accepted or proven.

5. Discussion

This study is not by previous research Kusdyah (, 2012); the results of his research showed that prices have a positive effect on the perception of Nilai, prices will be in a good group, especially if the price indicator can be equivalent to the service obtained by customers. Before using a product or before getting service, customers will review whether the advantages and benefits of service have been equal to the predetermined price. If the price is very high, the company is also considered indifferent to customers. Andis is judged to have committed fraud to customers. Similarly, if the price is too low, customers will even. Doubt a product in terms of the quality of service in a company. So, it can be concluded that the price is assessed and seen with the money that the customer must pay to get/consume an item and get services/services. As well as the customer knows that the price obtained is equivalent to the quality.

This research is also following previous research by Budiyanto (2014) that there is a significant influence between the quality of service and facilities to customers' satisfaction in using the services of Narita Hotel Surabaya. So, it can be concluded that the facility must exist in the company before being offered a subscription. Interior and exterior design and cleanliness of the facilities must be maintained, especially concerning what is felt directly by the customer. This research is also in line with the results of a previous study by Budiyanto (2014) that there is a significant influence between facilities to customer satisfaction in using Narita Hotel Surabaya's services. So, it can be concluded that the facility is a must-have in the company before being offered a subscription. Interior and exterior design and cleanliness for facilities must also be very maintained, especially those directly related to customer satisfaction.

This research is also in line with the results of previous research Budiyanto (2014); the research results showed the quality of service in a personal and simultaneous positive and significant effect on customer satisfaction PT. Sucofindo Batam. So, it can be concluded that good service quality will positively impact the company because it will be a loyal customer and provide good feedback for the company. This is also following previous research, Kartika research (2011). This study shows that the quality of services, prices, and facilities have a positive and significant influence on patient satisfaction at the clinic As Syifa Bekasi. So that between the facilities, customer satisfaction and the quality of service are interrelated. This shows that before feeling the product/service, consumers will first see whether benefits can provide customer satisfaction.

6. Conclusion

There is a positive but insignificant influence between the variable cost of drugs on the quality of service to customers at Kimia Farma Pharmacy, Makassar City. There is a positive and significant influence between the facilities and service quality variables on customer satisfaction at the Kimia Farma Daya Pharmacy Makassar City City. There is a positive but insignificant influence between drug price variables on customer satisfaction at Kimia Farma Pharmacy Makassar City. Drug prices positively and significantly affect customer satisfaction through service quality, rejected or not proven. Facilities have a positive and significant impact on customer satisfaction through service quality "accepted or confirmed.

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