

THE INFLUENCE OF SERVICE QUALITY AND DRUG PRICES ON CUSTOMER SATISFACTION AT KARTINI PHARMACY GERUNG WEST LOMBOK

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ABSTRACT

Customer satisfaction is an essential determinant of business sustainability in the pharmaceutical sector. This study aimed to analyze the influence of service quality and price on customer satisfaction at Kartini Pharmacy, Gerung, West Lombok, which has experienced a decline in sales and customer numbers over the past three years. Using a quantitative associative design, data were collected from 91 respondents selected through incidental sampling. Questionnaires tested for validity and reliability were used, and the data were analyzed with multiple linear regression. The results showed that service quality was categorized as excellent across the SERVQUAL dimensions, while price was positively perceived in terms of affordability, fairness, and competitiveness. Statistical tests revealed that both service quality and price significantly influenced customer satisfaction, both partially and simultaneously. These findings indicate that consistent improvement in service delivery and appropriate pricing strategies are crucial for enhancing customer satisfaction and sustaining pharmacy competitiveness.

Keywords: Service quality, Price, customer satisfaction, Pharmacy.

1. BACKGROUND

Customer satisfaction is a central concept in marketing and service management, especially in healthcare services such as pharmacies. According to Kotler and Keller [1], satisfaction arises when perceived service performance meets or exceeds customer expectations. In the pharmaceutical industry, this involves not only product availability but also service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangibility [2].

Kartini Pharmacy, established in 2019 in Gerung, West Lombok, provides pharmaceutical services and products to the community. Despite its strategic location, the pharmacy has faced declining sales and customer numbers

between 2022 and 2024 due to increased competition [3]. This situation highlights the need to examine service quality and pricing strategies as key determinants of customer satisfaction.

Previous studies confirm that service quality and price are significant predictors of satisfaction. Khaerudin [4] reported that both factors positively and significantly influence satisfaction at Apotek K24 Bintaro. Similarly, Roza and Kamaruddin [5] found that customer perception of price fairness and service quality strongly impacts loyalty and repeat purchases. These findings suggest that Kartini Pharmacy's competitiveness could be improved by strengthening these two aspects.

This study aims to empirically test the influence of service quality and price on

customer satisfaction at Kartini Pharmacy. The findings are expected to provide evidence-based recommendations for pharmacy management to enhance competitiveness, ensure sustainable growth, and improve patient care in the community.

2. RESEARCH METHODS

This study employed a quantitative approach with an associative research design. The population consisted of customers of Kartini Pharmacy, and a total of 91 respondents were selected using incidental sampling.

Instruments: Data were collected through structured questionnaires covering service quality (based on SERVQUAL dimensions), price perceptions (tariff fairness, affordability, and competitiveness), and customer satisfaction indicators. The instrument was validated and tested for reliability before use.

Data Collection: Respondents were asked to complete the questionnaire after their pharmacy visit.

Data Analysis: Data were analyzed using descriptive statistics, correlation tests, and multiple linear regression via SPSS software. Regression models tested the partial and simultaneous effects of service quality (X1) and price (X2) on customer satisfaction (Y).

3. RESULTS AND DISCUSSION

Key Findings

Descriptive analysis showed that 58.2% of respondents were female, and the majority (58.2%) were aged 17–27 years, indicating that young adults are the dominant customer segment

Regression results revealed the following:

Table 1. Regression Analysis Results

Variable	B	Beta	Sig.	Interpretation
Constant	29.756	–	.000	Significant baseline satisfaction
Service Quality (X1)	0.565	0.501	.000	Significant positive effect
Price (X2)	-0.128	-0.212	.029	Significant negative effect

Model summary: $R = 0.493$, $R^2 = 0.243$, $F = 14.144$, $p < 0.05$

Interpretation

The findings indicate that service quality has a stronger effect on satisfaction compared to price. High-quality service reflected in tangibles, reliability, responsiveness, assurance, and empathy significantly improves satisfaction, consistent with prior studies [4], [6].

Interestingly, the regression shows a negative coefficient for price, suggesting that while price perceptions are important, customers may be more sensitive to perceived fairness and affordability. If prices are considered burdensome, satisfaction decreases, despite good service quality. Similar findings were reported by Nurjamad and Indriyani [7], where price accounted for 26.14% of satisfaction variance.

Customer satisfaction was also linked to loyalty, with most respondents expressing willingness for repeat purchases. This aligns with Wulansari & Padmaningsih [8], who found that satisfaction drives word-of-mouth recommendations.

4. CONCLUSION

This study concludes that both service quality and price significantly influence customer satisfaction at Kartini Pharmacy. Service quality exerts a stronger and more positive effect, while price contributes significantly but requires careful management to avoid negative perceptions.

Implications suggest that Kartini Pharmacy should prioritize maintaining high service standards and align pricing strategies with community purchasing power. Strategic promotional activities and transparent communication of pricing policies may enhance satisfaction and loyalty.

5. THANKS

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