

## ANALYSIS OF SERVICE MARKETING MIX (7-P) IN DECIDING TO BUY AT SUMBER REJEKI PHARMACY

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### ABSTRACT

*This study aims to determine the effect of service marketing mix (7-p) in deciding to buy at Sumber Rejeki pharmacy. This is a quantitative study with 532 customer population of the people who ever visited Sumber Rejeki pharmacy more than once. The data collection was held on June, August, September, and November. There were 350 respondents collected using purposive sampling technique and cut down to 100 respondents. The instrument of this study is a questionnaire with Likert Scale. There are eight variables for this study; i.e. seven independent variables (price, product, promotion, place, people, physical evidence, process) and one dependent variable (decision of buying). Furthermore, the data process uses 16<sup>th</sup> version of SPSS (Statistical Package fo Social Science) program. The findings are concluded that service marketing mix simultan and have positive significant effect and only price, place, and process have partial and have positive significant effect in deciding to buy at Sumber Rejeki pharmacy*

**Keywords:** price, product, promotion, place, people, physical evidence, process, Decision of Buying.

### INTRODUCTION

Purchase decision is a behavior that consumer do before purchasing a product. When a consumer is aware of the risk that may be faced, it can affect the consumer's decision to make a purchase. Likewise, the influence of the closest people greatly affects psychologically consumer purchasing decisions (Tjahjono, Semuel, Karina, 2013). Purchase decision consisting of five stages, namely: problem recognition, information retrieval, alternative evaluation, purchasing decisions, and post-purchase (Kotler and Keller, 2009: 207).

In the service business there are seven elements of service marketing mix, namely: Product, Price, Promotion, Place, People, Physical Evidence and Process (Lupiyoadi and Hamdani, 2008: 81). Service marketing mix is a combination of variables that are expected to be able to influence and create customer satisfaction, so that consumers become loyal to buy products or services offered. All aspects are used in a structured and programmed manner in a clear and coordinated way, so the company can carry out one of its self-development functions as part of its marketing and recognition of the community as effectively as possible (Purnamasari, 2011). Pharmacy is a pharmaceutical service facility that deals directly with the community. Each pharmacy is managed by one pharmacist as the person in charge and can be assisted by a companion pharmacist. An increase in the number of pharmacies in Indonesia that have been locked up until 2015 based on the database of the Directorate General of Food and Drug and Medical Devices at the Ministry of Health has reached 25,339 and drug stores totaling 8,599

outlets. 3 regions that have the most pharmacy outlets are West Java (4,141), East Java (3,673) and Central Java (3,467). The largest number of drug stores is in West Java, followed by North Sumatra and Aceh. The province of South Sulawesi itself is ranked ninth with the number of 675 pharmacy outlets and the eighth for the number of drug stores, namely 377 outlets. The number is spread throughout the districts in South Sulawesi with the following details of the distribution:

**Table 1. Pharmacy Recapitulation Data in South Sulawesi 2015**

District / city	Number of pharmacy outlets	Number of drug store outlets
Bantaeng	9	20
Barru	13	32
Bone	36	16
Bulukumba	24	11
Enrekang	5	11
Gowa	47	17
Jeneponto	17	7
Kota Palopo	37	14
Luwu, Luwu Utara, Timur	48	46
Maros	28	18
Pangkep	24	18
Pinrang	9	51
Tana Toraja	13	9
Selayar	8	6
Sidrap	25	42
Sinjai	12	14
Soppeng	12	14
Takalar	4	4
Wajo	17	18
<b>Makassar City</b>	<b>252</b>	—
<b>Pare-Pare City</b>	<b>34</b>	<b>9</b>

According to Rachmat Gunawan as the owner of Sumber Rejeki Farma Pharmacy and provider of various kinds of medicines ranging from general or generic drugs (over the counter) to external drugs or hard drugs that must use a doctor's prescription, Sumber Rejeki Pharmacy also provides consulting services on patient diseases.

**Table 2. Last Five Years Turnover**

Year	Turnover
2012	1,6 M
2013	2,0 M
2014	1,9 M
2015	1,2 M
2016	1,8 M

Table 2 shows that the amount of turnover of Pharmacy has fluctuated. From the results of the preliminary interview with the Pharmacy owner on May 21, 2017 at 11:00 p.m. to 24:05, it was explained that the decrease in turnover was due to:

1. Products are mostly the same as those sold by competitors (Product)
2. Number of competitors selling below the highest retail price (Price)

3. When owners as endorsers often leave the city (Promotion and People)
4. Transfer of pharmacies to less strategic places (Place)
5. Poorly disposed pharmacy layout (Physical Evidence)
6. Reducing the number of employees who make service slow and consumer complaints regarding service (Process)

This study aims to determine the effect of product, price, promotion, place, people, physical evidence and process on consumer purchasing decisions at Sumber Rejeki Pharmacy.

## **RESEARCH METHODS**

### **Sampling and Data**

The sampling technique used in this study was purposive sampling. The amount used to get the sample is:

- a. Number of customers based on customer database : 532
- b. Customers outside the city : 89

The number of samples available is  $(532-89) = 443$

By using the Slovin Formula, the number of samples that should be used as much as:  
532

$$n = \frac{532}{1 + 532(0.09)^2} = 100.2 \approx 100 \text{ customers}$$

Thus the sample to be taken in this study is 100 customers. The criteria used are:

- a. Male and female, aged 17 years to 60 years.
- b. Have come to the Sumber Rejeki Pharmacy at least once.

In this research, data will be extracted from the samples using:

1. Questionnaire where respondents are asked to fill in the questions listed in the questionnaire.
2. Observation by observing customer behavior when filling out the questionnaire.

### **Research Variable**

This study uses independent variables and dependent variables. The independent variable is the variable that influences or causes changes or the emergence of related variables, while the dependent variable is the variable that results from the existence of independent variables (sugiyono, 2012: 39).

The variables in this study include:

- a. Independent variable (x) consisting of product, price, promotion, place, people, physical evidence and process.
- b. The bound variable (y) is the consumer purchasing decision.

## **RESULT AND DISCUSSION**

### **Validity Test**

Based on the results of the validity test, it shows that all marketing mix indicators and purchasing decisions are valid because all instruments have sig. values  $< 0.05$ .

### **Reliability Test**

Based on the results of reliability testing, all marketing mix research variables, and purchasing decisions are said to be reliable because all variables have Cronbach's Alpha  $> 0.6$ .

### **Normality Test**

The results of significance testing in the Kolmogorov-Smirnov test is 0.579. This value exceeds 0.05 and shows the residual value that is normally distributed and the resulting regression model is deemed feasible to be used in decision making.

### **Multicollinearity Test**

According to Slamet (2009: 206), research that has a tolerance value greater than 0.1 or VIF of a variable was smaller than 10, the regression model is declared free of Multicollinearity. On research data, the variables of internal factors and external factors with the marketing mix media have a tolerance value  $> 0.1$  and VIF value  $< 10$ . Thus, it can be concluded that this study is free from the assumption of Multicollinearity.

### **Heterocedastisity Test**

On research data, it is known that each independent variable has a significant value greater than 0.05. Therefore, it can be said that there is no deviation from heterocedastisity in the independent variables.

### **Autocorrelation Test**

Based on the research data, the value of Durbin Watson is 2,058, then we will compare it with the significance value of 0, 05, the number of samples  $N = 100$ , the number of independent variables 7 ( $k = 7$ ) and the result is 1,826. The value of Durbin Watson 2,058 is greater than 1,826 and smaller than  $(4 - 1,826 = 2,174)$ . Thus, in this study the autocorrelation test was free.

### **Linearity Test**

Based on research data, significant value on price, product, promotion, place, people, physical evidence, process is 0,000, which means that the relationship is linear and shows that variable price, product, promotion, place, people, physical evidence, process are linear patterned process against consumer purchasing decisions.

### **Multiple Linear Regression Analysis**

On research data, the results obtained are as follows:

- a. Regression coefficient of Price (X1) has a positive value of 0.300, indicating that the quality of the price has increased and the purchase decision will increase as well.
- b. Regression coefficient of Product (X2) has a positive value of 0.127, indicating that the quality of the product has increased and the purchase decision will increase as well.
- c. Regression coefficient of Promotion (X3) has a negative value of 0.106, but the value becomes meaningless because the sig value of the variable is greater than 0.05, so the promotion variable (X3) cannot have a significant effect on the purchasing decision variable (Y).
- d. Regression coefficient of Place (X4) has a positive value of 0.188, indicating the quality of the place has increased and the purchase decision will increase as well.
- e. Regression coefficient of People (X5) has a positive value of 0.040, indicating the quality of employees has increased and the purchase decision will also increase.
- f. Regression coefficient of Physical evidence (X6) has a positive value of 0.064, indicating the quality of physical evidence has increased and the purchase decision will also increase.
- g. Regression coefficient of process (X7) has a positive value of 0.300, indicating the quality of the process has increased and the purchase decision will increase as well.

### **Simultaneous Hypothesis Test (F Test)**

On research data, the significance value of F test is  $0,000 < 0,05$ . Thus, it can be concluded that the mega marketing mix variable simultaneously has a significant effect on the variables of purchase decisions.

### **Partial Test (T Test)**

- a. Results of hypothesis testing variable price (X1)  
The level of significance on the variable X1 is  $0.004 < 0.05$ . Thus, it can be concluded that the price factor partially has a significant effect on purchasing decision variables.
- b. Results of hypothesis testing of product variables (X2)  
The significance level value on the variable X2 is  $0,250 > 0,05$ . Thus, it can be concluded that the product variable partially does not significantly influence the purchasing decision variable.
- c. Results of the promotion variable hypothesis test (X3)  
The level of significance on the variable X3 is  $0.258 > 0.05$ . Thus, it can be concluded that the partial promotion factor does not significantly influence the purchasing decision variables.
- d. Results of hypothesis testing place variable (X4)  
The level of significance on the X4 variable is  $0.023 < 0.05$ . Thus, it can be concluded that the place variable partially has a significant effect on purchasing decision variables.
- e. Results of testing the variable hypothesis of people (X5)  
The level of significance on the X5 variable is  $0.666 > 0.05$ . Thus, it can be concluded that the people factor partially does not have a significant effect on purchasing decision variables.
- f. Hypothesis test results for physical evidence (X6)  
The level of significance on the variable X6 is  $0.468 > 0.05$ . Thus, it can be concluded that the physical evidence variable partially does not significantly influence the purchase decision variables.
- g. Results of the hypothesis test variable process (X7)  
The level of significance on the X7 variable is  $0.002 < 0.05$ . Thus, it can be concluded that the process variables partially have a significant effect on purchasing decision variables.

### **Determination Coefficient Test**

The coefficient of determination ( $R^2$ ) in this study was 0.656 or 65.6%. Thus, it can be concluded that the independent variables (internal factors and external factors with the media marketing mix) can explain the dependent variable (purchasing decision) by 65.6%. Meanwhile, the remaining 34.4% is explained by other variables not examined in this study.

### **Managerial Implications**

Based on research conducted at Sehat Pharmacy, the level of influence of service quality factors and consumer loyalty obtained is 61.093%, this is related to statements about the existence of information, good service, friendly employees, fast service, comfortable waiting room, influence from family and environment, so based on that, respondents have the same tendency in making purchasing decisions at Healthy Pharmacies based on service quality and customer loyalty.

### **CONCLUSION**

Based on the results of data analysis and discussion in this study, the following conclusions are obtained:

- a. Price (X1), Product (X2), Promotion (X3), Place (X4), People (X5), Physical Evidence (X6), Process (X7) simultaneously have a significant effect on purchasing decisions (Y).
- b. Price (X1) partially has a significant effect on purchasing decisions (Y).
- c. Product (X2) partially has no significant effect on purchasing decisions (Y).
- d. Promotion (X3) partially has no significant effect on purchasing decisions (Y).
- e. Place (X4) partially has a significant effect on purchasing decisions (Y).
- f. People (X5) partially had no significant effect on purchasing decisions (Y).
- g. Physical Evidence (X6) partially has no significant effect on the purchase decision (Y).
- h. Process (X7) partially has a significant effect on purchasing decisions (Y).

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