ORIGINAL ARTICLE

Analysis of Consumer Response to Marketing Mix Strategy at Several Pharmacies in Samarinda City, East Borneo

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ABSTRACT

Introduction: A marketing mix is a company's marketing strategy that deals with determining product offerings in the target market segment to influence consumer reactions to the products offered. This study aims to determine how consumers respond to marketing mix elements in several pharmacies in Samarinda City, East Borneo. **Methods:** This study is non-experimental with descriptive data analysis. This study object is the consumer's response to the marketing mix strategy at several pharmacies in the city of Samarinda, East Borneo. The sample in this study were consumers who purchased drugs without a doctor's prescription (over-the-counter medicines) at several pharmacies in Samarinda city, East Borneo. **Results:** According to the study results, consumer response analysis of marketing mix-strategies, for pharmacies X knew consumer response products by 4.11, prices of 3.81, locations of 3.95, and promotions of 3.55, all elements are classified as "very good."The study results showed Y pharmacies in product value of 3.70, price with a value of 3.68, a place with a value of 3.66, and promotion with a value of 3.61, all elements included in the "very good" category. At the same time, the study results showed that Z products have a value of 3.56, a price value of 3.44, a place with a value of 3.57, and promotion with a value of 3.28. **Conclusion:** It can be concluded that all these elements are included in the "very good" category.

Keywords: Pharmacies, Marketing Mix, Response, Samarinda

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INTRODUCTION

Marketing is all activities that aim to facilitate the most efficient To establish effective marketing, commodities and services must flow from producers to customers (1). The marketing mix is the standard marketing strategy. The marketing mix is a set of related activities designed to know consumer needs, develop goods needed, determine prices, and distribute and promote them (2). The marketing mix model emphasises various factors known as the 4P, namely product, price, place, promotion. Along with the times, the number has expanded to seven, namely, products, prices, promotion of places, people (personnel), processes, and physical evidence. The marketing mix is a collection of tightly regulated marketing tactics that a firm use to generate the desired reaction from customers (3). When it comes to satisfying consumer expectations and building a long, lucrative connection with them, the marketing strategy is the driving factor. In reality, the marketing mix is the foundation of the conventional theoretical framework for the development of marketing-management process

activities (4).

The business world cannot be separated from marketing activities and the sale of drugs in pharmacies. The increase in the number of consumers who buy medicines at pharmacies positively impacts efforts to increase profits and improve service quality. The marketing mix has a greater impact on purchase decisions. Cultural, societal, personal, and psychological variables impact this purchase behaviour. Utari (5) revealed that customer happiness is influenced by service quality, price, medication variations, and facility availability at YakersudaBangkalan Pharmacy has a significant effect, with medicine variants being the most influential variable for customer satisfaction. However, a more detailed and more complete explanation of the marketing mix was not asked for pharmacy customers. Regarding the Effect of the Chemical Farma Pharmacy Pharmacy Mix in Yogyakarta Sub Unit on Customer Satisfaction and Customer Loyalty, it provides an overview of the outstanding quality of the product, which is 81%, in terms of price it is also very good, which is 93%, for a very good place of 95%, while for promotion was also very good at 32%. Community pharmacies might utilize marketing to reach their target market. In many nations, community pharmacies also provide professional healthcare services. The public must be made aware of

the community pharmacy's offerings (6).

Pharmacy SR, pharmacy XM, and pharmacy K are several pharmacies in Samarinda city. The pharmacy's location is very strategic, as the pharmacy is on the side of the main highway that is easily accessible by public transportation or private vehicles. The pharmacy is also in a densely populated residential area and is close to several schools and one of the prominent universities. If you are sick, you can quickly get the medicine that is needed immediately. Specifically for the XM Pharmacy, this pharmacy has five pharmacists. This pharmacy is open every day, and there are around 600 people who visit to buy medicine at the pharmacy.

MATERIALS AND METHODS

This study was designed using a non-experimental prospective approach with a descriptive analysis. This research's object is the consumer's response to the marketing mix strategy of Apotek SR, pharmacy XM and pharmacy K in Samarinda city. This study's sample was consumers who purchased drugs without a doctor's prescription (OTC medicines) at SR, XM, and K Pharmacy, Samarinda. The sampling method used was incidental sampling. Incidental sampling is a random sampling approach where anyone who happens to meet the researcher might be utilized as a data source. This research obtained Ethical Clarence (No.106/EC/KEPK-SI/06/2020) from The Ethical Committee Medical Research Universitas Muhammadiyah Lamongan After Carefully Studying the Proposed Research Design On dated 18th June 2020.

RESULTS

ValidityTest

This questionnaire, before being used in the study, was tested for validity on 30 respondents. The validity test shows whether the questionnaire can measure what it should measure (7). The calculation of the correlation coefficient obtained with the help of the SPSS programme is compared with the number of respondents as many as 30, so the value of the r table can be obtained through the product-moment r table with N = 30 of 0.361. If the r count exceeds the r table, the question items are legitimate. Based on table I, the questionnaire validity test results stated that the understanding of the response to the product, price, place, and promotion was declared valid because the value of the validity result was above> 0.361.

ReliabilityTest

The assessment instrument is reliable when it shows similar results when being used to assess the same subject in different times and conditions. Thus, reliability is the extent to which the results of a measurement can be trusted (8). The results of the assessment are reliable when the assessment is conducted several times on the

Table I: Validity Test Results

Validity Test		r Count	r Table (0.05)	Conclusion
Product	Product 1	0.546	0.361	Valid
	Product 2	0.754	0.361	Valid
	Product 3	0.499	0.361	Valid
	Product 4	0.617	0.361	Valid
	Product5	0.375	0.361	Valid
Price	Price 1	0.591	0.361	Valid
	Price2	0.666	0.361	Valid
	Price3	0.591	0.361	Valid
	Price4	0.591	0.361	Valid
	Price5	0.742	0.361	Valid
Place	Place 1	0.802	0.361	Valid
	Place 2	0.625	0.361	Valid
	Place3	0.797	0.361	Valid
	Place4	0.574	0.361	Valid
	Place 5	0.535	0.361	Valid
Promotion	Promotion 1	0.469	0.361	Valid
	Promotion 2	0.636	0.361	Valid
	Promotion 3	0.605	0.361	Valid
	Promotion 4	0.451	0.361	Valid
	Promotion5	0.434	0.361	Valid

Table II: Reliability Test Results

Reliability Test	Total Test Results	r Table	Conclusion
Products	0.705	0.60	Reliabel
Price	0.745	0.60	Reliabel
The place	0.768	0.60	Reliabel
Promotion	0.678	0.60	Reliabel

same subject group and obtains relatively similar results, provided that the measured aspects of the subject do not change. The phrase "relatively similar results" means there is a tolerance for small differences between the results of several measurements. When the difference is very big over time, the measurement results are not reliable and cannot be trusted. (9). The notions of the reliability of measuring instruments and the reliability of measurement results are usually considered to have the same definition. The concept of reliability in the reliability of measuring instruments is closely related to measurement error problems (10). Based on table II, the questionnaire data results are 30 respondents from all the questions stated as reliable and can be used in research.

The characteristics of the respondents is shown in Table III. Table IV shows the consumer response to products, price, place and promotion. According to the study results, consumer response analysis of marketing mix-strategies, for pharmacies X known consumer response

Table III: Characteristics of Respondents

Classification Characteristics	Parameter	Number of Respondents (n=150)			Proportion (%)		
		Pharmacy K	Pharmacy SR	Pharmacy XM	Pharmacy K	Pharmacy SR	Pharmacy XM
Gender	Male	39	60	82	39%	50%	55%
	Female	61	60	68	61%	50%	45%
Age	<20 years	15	22	28	15%	18%	19%
	20-30 years	63	26	73	63%	22%	49%
	30-40 years	11	29	20	11%	24%	13%
	40-50 years	8	24	18	8%	20%	12%
	>50 years	3	29	11	3%	16%	7%
Education	Elementary School	1	9	10	1%	8%	7%
	Junior High School	9	26	16	9%	22%	11%
	Senior High School	63	64	77	63%	53%	51%
	Associate Degree	20	9	14	20%	8%	9%
	Bachelor Degree	1	11	30	1%	9%	20%
	Master degree	6	1	3	6%	1%	2%
Profession	College student	65	26	46	65%	22%	31%
	Private employees	10	27	62	10%	23%	41%
	Traders	4	17	4	4%	14%	3%
	government employees	1	6	7	1%	5%	5%
	Others	4	14	31	4%	12%	20%
Income Level	<1.000.000	82	29	51	83%	24%	34%
	1.000.000-1.500.000	12	30	13	12%	25%	9%
	1.500.000-2.000.000	10	0	7	10%	0%	5%
	2.000.000-2.500.000	6	39	19	6%	33%	12%
	>3.000.000	0	22	60	0%	18%	40%

Table IV: Consumer Response about Products Results, Price Results, Place Results, and Promotion Results

Products Results			
Pharmacy	Performance Category	Number of Respondents	Percentage
Pharmacy SR		96	80%
Pharmacy XM	Very Good	114	76%
Pharmacy K		96	96%

Price Results			
Pharmacy	Performance Category	Number of Respondents	Percentage
Pharmacy SR		102	85%
Pharmacy XM	Very Good	97	64.6%
Pharmacy K		90	90%

Place Results			
Pharmacy	Performance Category	Number of Respondents	Percentage
Pharmacy SR		100	83%
Pharmacy XM	Very Good	118	78.7%
Pharmacy K		91	91%

Promotion Results			
Pharmacy	Performance Category	Number of Respondents	Percentage
Pharmacy SR		100	83%
Pharmacy XM	Very Good	90	60%
Pharmacy K		62	62%

products by 4.11, prices of 3.81, locations of 3.95, and promotions of 3.55, all elements are classified as "very good." The study results showed Y pharmacies in product value of 3.70, price with a value of 3.68, a place with a value of 3.66, and promotion with a value of 3.61, all elements included in the "very good" category. At the same time, the study results showed that Z products have a value of 3.56, a price value of 3.44, a place with a value of 3.57, and promotion with a value of 3.28. All these elements are included in the "very good" category (Table V).

Table V: Quality Level of Marketing Mix Strategy Results

Pharmacy	Average Performance	Performance Category
Pharmacy SR	3.66	
Pharmacy XM	3.46	Very Good
Pharmacy K	3.86	

DISCUSSION

Characteristics of Respondents

Level of age, income, education, occupation (profession), personality, and attitude are interpersonal factors that

influence buyers in purchasing goods. As seen in Table III, for SR pharmacies from the Respondents' income level with the highest percentage of 33% (39 people) monthly revenue of Rp. 2.000.000-Rp. 3,000,000, for XM pharmacy respondent has an income> 3.000.000 with the total 60 people (40%), for pharmacy K income< Rp. 1.000.000 for 82 people (83%). According to Suharno and Sutarso (2013), the economic situation will affect the purchasing patterns of consumers. Those who are economically sound will have many choices, while those whose economies are less goodwill have limited options.

Judging from the characteristics of the job, for SR pharmacy respondents who work as private employees are 27 people (23%), in XM pharmacies, respondents work as private employees as many as 62 (41%), and for pharmacies, K respondents with the type of work as private employees are ten people (10%). Consumers' work affects consumer income so that consumers adjust their financial ability to make decisions to purchase products, especially in terms of prices. Consumers will further adjust the price offered with the quality of existing products.

For the SR pharmacy, the respondents who dominate have a high school/equivalent educational background with a percentage of 53%, or as many as 64 people. In XM pharmacy, there are 77 people (51%), while for the K pharmacy, there are as many as 63 people (63%). According to Nurlinda and Supriyanto (11), the higher a person's education, the greater their awareness of health. A high level of education will be more selective in making product purchase decisions due to increased knowledge and information about a product, especially certain medicine. Consumers with a high education level will continue to look for information about a product to be purchased. In particular, if the product is a medicine whose use is regulated, more knowledge is needed in terms of its use.

Overview of Consumer Response to the Marketing Mix Strategy
Assessment of consumer responses aims to determine how consumers respond to the marketing mix strategy. Product, pricing, place, and promotion are the four components of the marketing mix approach. at pharmacy SR, XM, and pharmacy K.

1. Consumer Response About Products
Based on table IV, there were 96 (80%) consumers' responses to the products at the SR pharmacy (80%) of the respondents stated that the product components were "very good," 114 (76%) respondents at the XM pharmacy, and for the K pharmacy as many as 96 (96%) respondents. Pharmacy consumers generally buy OTC (Over The Counter) drugs such as vitamins/multivitamins, ulcer drugs (antacids, polysilane, promo, magasida), cough medicines for children or adults, as well as medicines needed for self-medication that can be obtained without a doctor's prescription. Product storage is placed on shelves and glass cabinets/display cases that are safe and easy for consumers to see arranged according to the FIFO (First In First Out) and FEFO (First Expired First Out) systems. FIFO means products that arrive early are sold earlier, and FEFO means products with an earlier expiration date must be sold earlier as well. The products offered at these pharmacies vary so that when consumers are looking for the product or drug they want, it is always available. This means consumers do not need to look at other pharmacies to buy the product or medicine they are looking for. The product quality provided is also very good with undamaged packaging.

2. Consumer Response About Price
Based on table V, there were 102 (85%) respondents to the price at the SR pharmacy, respondents gave a "very good" response, 97 (64.6%) respondents at the XM pharmacy, and 90 (90%) respondents at the K pharmacy. The results obtained show that the response to the price is very good. This means that the marketing of the pharmacy is very satisfying. Namely, the price of the product offered is affordable so that consumers are satisfied with the price shown because the pharmacy provides product prices below the (Highest Retail Price (HET). Satibi et al (12) state that pharmacies must sell prices below the Highest Retail Price (HET). Based on the study by Purnawati et al (13), the price has a significant effect on purchasing decisions. Those who have a good economy will have many choices, even specifically at XM pharmacies. Payment/transaction processes are made more accessible. Pharmacies accept payments by debit/credit card so that payments are easier to make. For those who have members, there are discounts given on certain products.

3. Consumer Response About Place
Based on table 6, there were 100 (83%) respondents who responded to places in pharmacy SR as "very good," at XM pharmacy as many as 118 (78.7%) respondents, and at pharmacy K as many as 91 (91%) respondents. The pharmacy location is easily accessible to the public because it is located in a densely populated residential area, close to the main road, and has a parking lot to be easily accessible by public transportation and private vehicles. Access to pharmacies that are easily accessible makes it easier for people to meet the need for the drugs they need. so that if they are sick, they can get medicine and health services (both information about drugs, how to prevent disease and treatment of disease) at the pharmacy, not from a shaman or psychic.

4. Consumer Response About Promotion
Based on table 7, there were 100 (83%) respondents to the place at the SR pharmacy who gave a "very good" response, 90 (60%) respondents at the XM pharmacy, and 62 (62%) respondents at the K pharmacy. Based

on the results obtained, the response to promotions is very good, which means that in pharmacy marketing, especially for promotions, employees provide attractive, clear, easy-to-understand information so that consumers who buy at the pharmacy feel comfortable. Ask what medicines to buy. Promotions that are carried out are more attractive than other pharmacies so that consumers are more interested in purchasing medicines at these pharmacies. The marketing mix's role is to generate mutually beneficial exchanges with targeted markets through the information that educates, persuades, and reminds them of the benefits of an organisation or product. According to Putra et al. (14), promotional variables consisting of attractive advertisements, purchase gifts, and discounted prices also foster consumer interest and consumption power for the product. Suitable promotional media can affect people's consumption patterns of a product.

Quality Level of Marketing Mix Strategy

The marketing mix is a company strategy that is concerned with determining how the company presents its product offerings to specific market segments, which are its target markets. In marketing strategy, this is the consumer thing that affects satisfaction, namely product, price, place, and promotion. If the marketing strategy's performance is more excellent than consumer expectations, the consumers will be satisfied. The data used in measuring respondents' level of understanding or knowledge can be categorized into several categories, such as very good, good, poor, and very bad. The category scale used in the questionnaire is the Likert scale. According to Table 8, the average value of each research questionable was 3.46, SR pharmacy 3.66, and pharmacy K 3.86, which were categorized as very good according to the Likert scale parameter, indicating that the marketing at pharmacies XM, SR, and pharmacy K consumers are very satisfied with the product, price, place, and promotion.

CONCLUSION

Based on the study results on consumer response analysis of marketing mix strategies, for pharmacies K is known to have a consumer response of 4.11, prices of 3.81, place of 3.95, and promotion of 3.55, all elements are included in the category "very good." The study results in SR pharmacies in product value 3.70, the price with a value of 3.68, a place with a value of 3.66, and promotion with a value of 3.61, all elements included in the "very good" category. At the same time, the study results in pharmacies XM products a value of 3.56, the price value of 3.44, a place with a value of 3.57, and promotion with a value of 3.28, all elements are included in the "very good" category. Based on these results, it is necessary to further improve pharmacy officers' quality of skills in providing information services that are attractive and easily understood by consumers. It is also required to increase promotion to consumers so

that consumers are more familiar with pharmacies, and pharmacies can develop even more.

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