



The Influence of Marketing Mix on Purchasing Decisions Which Impact Consumer Loyalty in Online Pharmacies

 **Erna Susanti**

 Pancasila University, Jakarta, Indonesia

 **Maura Linda Sitanggang**

 Pancasila University, Jakarta, Indonesia

 **Nurita Andayani**

 Pancasila University, Jakarta, Indonesia

KEYWORDS: Marketing Mix, Purchasing Decisions, Consumer Loyalty, Online Pharmacy.

ABSTRACT

This research aims to analyze the influence of the marketing mix on purchasing decisions which have an impact on consumer loyalty in online pharmacies. This research uses a quantitative approach by collecting data through questionnaires distributed to 100 respondents who are online pharmacy users in the DKI Jakarta area. Data analysis is carried out in order to process data more thoroughly and accurately so as to obtain the expected results. The model used in this research is the causality model and to test the hypothesis proposed in this research the analysis technique used is SEM (Structural Equation Modelling). The research results show 1) The influence of online pharmacy marketing mix on purchasing decisions: Product variables have no influence on purchasing decisions; Price variables have an influence on purchasing decisions; Distribution variables have an influence on purchasing decisions; Promotional variables that influence purchasing decisions. 2) The influence of online pharmacy marketing mix on consumer loyalty: Product variables have an influence on consumer loyalty; Product variables have an influence on consumer loyalty; Distribution variables have no influence on consumer loyalty; Promotion

variables have no influence on consumer loyalty. 3) The influence of the impact of purchasing decisions on consumer loyalty, meaning that if there is an increase in purchasing decisions, it will increase consumer loyalty

DOWNLOADS



REFERENCES

Adjie, E. A., Calista, N., Muhtadiin, R. R., Handayani, P. W., & Larasati, P. D. (2023). User switching intention from E-marketplace to E-pharmacy: the Influence of push, pull, and mooring factors. *Informatics in Medicine Unlocked*, 43, 101404.

Aulia, S. (2020). Pola perilaku konsumen digital dalam memanfaatkan aplikasi dompet digital. *Jurnal Komunikasi*, 12(2), 311-324.

Azwar, S., & Pelajar, P. (2016). Peraturan Menteri Kesehatan Republik Indonesia Nomor 72 Tahun 2016 Tentang Standar Pelayanan Kefarmasian Di Rumah Sakit.

Dianita, P. S., & Latifah, E. (2017). Tingkat Kepuasan Pasien Terhadap Pelayanan Obat Di Apotek Wilayah Kecamatan Mertoyudan Kabupaten Magelang. *Jurnal Farmasi Sains dan Praktis*, 3(2), 19-23.

Griffin, J. (2003). *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*, Diterjemahkan oleh Dr. Dwi Kartini Yahya. Jakarta: Erlangga (Griffin, 2003).

Halkam, H. (2022). Prospek Apotek Online di Masa Pandemi Covid 19.

Happy elda, M. (2019). *Pengantar Ilmu Farmasi*. Yogyakarta. Pustaka Baru Press.

Hapsari, S. D. (2018). *Persepsi Apoteker Tentang Apotek Online Di Indonesia* (Doctoral dissertation, Universitas Gadjah Mada).

- Hidayah, N. (2022). Pengaruh citra merek, kualitas produk, Dan harga terhadap keputusan pembelian chatime pada mahasiswa universitas gunadarma. *Jurnal Ilmiah Ekonomi Bisnis*, 27(3), 433-443.
- Kasmir. 2005. *Pemasaran Bank @PERPUS NASIONAL*.
- Kotler, P. (2002). *Manajemen Pemasaran edisi milenium*. Jakarta: Prenhallindo.
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran*. Alih. Bahasa: Benyamin Molan. Jilid 2.
- Kusuma, D., Wijoyo, Y., & Hartini, Y. S. (2022). Implementasi Peraturan Peredaran Obat Secara Daring Pada Masyarakat Di Praktik Pelayanan Kefarmasian Apotek. *Jurnal Kefarmasian Akfarindo*, 1-7.
- Lorensia, A., & Lamur, E. (2021). Persepsi apoteker terhadap apoteker online di Wilayah Surabaya Timur. *Keluwih: Jurnal Kesehatan dan Kedokteran*, 2(2), 95-100.
- Maulani, F. N. (2018). *Persepsi Masyarakat terhadap Apotek Online di Indonesia (Doctoral dissertation, Universitas Gadjah Mada)*.
- Nasution, A., & Baidawi, T. (2016). Sistem Informasi Penjualan Obat Berbasis Web Pada Apotek Perwira Jaya Bekasi. *INFORMATICS FOR EDUCATORS AND PROFESSIONAL: Journal of Informatics*, 1(1), 70-83.
- Nurul, A. (2021). *Penerapan strategi Bauran Pemasaran 7P Dalam Meningkatkan Penjualan (Studi Kasus Pada Sambel Layah Arcawinangun) (Doctoral dissertation, IAIN PURWOKERTO)*.
- Regulation of the Minister of Health of the Republic of Indonesia Number 14 of 2021 Concerning Standards for Business Activities and Products in the Implementation of Risk-Based Business Licensing in the Health Sector; 202, p 1093-1104.
- Pratiwi, D., Wahyono, D., & Sampurno, S. (2013). Analysis Of Patient Satisfaction At Outpatient Pharmacy Using Servqual Method: Study At X Hospital Jakarta. *Jurnal Manajemen Dan Pelayanan Farmasi (Journal of Management and Pharmacy Practice)*, 3(1), 24-29.
- Rachman, Z. I., Amalia, N., Salim, M. H., Ainurrizma, D. A., Sari, F. H., Astuti, E. W., ... & Putri, Y. B. P. (2023). Pengetahuan Masyarakat tentang E-Farmasi dalam Memaksimalkan Aturan Physical Distancing. *Jurnal Farmasi Komunitas Vol*, 10(1), 84-89.
- Rahayu, F. R., Ramadhan, I. S., & Hendriani, R. (2023). Review Artikel: Pelaksanaan Telefarmasi Pada Pelayanan Kefarmasian Di Farmasi Komunitas. *Journal of Pharmaceutical and Sciences*, 273-280.

Rianto, J. (2023). Stimuli Pemasaran Sebagai Faktor Utama Yang Mempengaruhi Proses Keputusan Pembelian Sepeda Motor Baru. *Distribusi-Journal of Management and Business*, 11(1), 47-56.

Sampurno. (2011). *Manajemen Pemasaran Farmasi*. Yogyakarta: Gadjah Mada University press.

Sari, D. P. (2021). Faktor-faktor yang mempengaruhi keputusan pembelian, kualitas produk, harga kompetitif, lokasi (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan*, 2(4), 524-533.

Syahputri, A. N., & Anggoro, D. A. (2020). Penerapan Sistem Informasi Penjualan Dengan Platform E-Commerce Pada Perusahaan Daerah Apotek Sari Husada Demak. *SINTECH (Science and Information Technology) Journal*, 3(1), 58-69.

Tias, B. K., & Rusliyawati, R. (2023). Sistem Informasi Perluasan Pangsa Pasar Menggunakan Pendekatan Metode Bauran Pemasaran. *Jurnal Teknologi dan Sistem Informasi*, 4(1), 1-8.

Tjiptono, F. (2008). *Strategi Pemasaran*, Edisi Ketiga, Yogyakarta.

Tjiptono, F. (2014). *Pemasaran Jasa-Prinsip. Penerapan, dan Penelitian*, Andi Offset, Yogyakarta.

Viany, A. K. (2021). Hubungan antara Persepsi dan Sikap Masyarakat terhadap Pelayanan Perbekalan Kefarmasian secara Online (Doctoral dissertation, Universitas Brawijaya).

Wulandari, S. (2020). *Pharmaceutical E-Commerce: Pengaruh Perceived Risk, Switching Barrier, Alternative Attractiveness, Explatory Behavior Dan Self Efficacy Terhadap Switching Intention Metode Berbelanja Dari Offline Ke Online Pada Apotek Kimia Farma* (Doctoral dissertation, Universitas Airlangga).

 Download Pdf

Published

2024-08-07

How to Cite

Erna Susanti, Maura Linda Sitanggang, & Nurita Andayani. (2024). The Influence of Marketing Mix on Purchasing Decisions Which Impact Consumer Loyalty in Online Pharmacies. *Jurnal Ekonomi*, 13(03), 825-842. Retrieved from <https://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/5131>

More Citation Formats

Issue

Vol. 13 No. 03 (2024): Jurnal Ekonomi, Edition July -September 2024

Section

Articles

MENU UTAMA

Editorial Team

Riviewers

Peer To Riview

Online Sumbit

Focus And Scope

Author Guidlines

Publication Ethics

Author Publication Charge

Copyright Notice

Plagiarisme

New Templete 2024



Old Templete and Information





Jurnal Ekonomi : Citation Graphic

	Semua	Sejak
Kutipan	1160	1139
indeks-h	13	13
indeks-i10	14	14
Citation Graphic		> <



INDEXING





Support By



turnitin®



MENDELEY

We are
Crossref

Member

Visitor

View My Stats



Jurnal Ekonomi

Sean Institute

Jl Besar Namorambe, Deliserdang, Sumatera Utara,
Indonesia

email : editorjournal@seaninstitute.or.id



Jurnal Ekonomi

is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/).

Policies and Regulations Link

- Advertising Policy
- Author's Rights and Obligations
- Corrections, Retractions & Expressions of Concern
- Editorial & Peer Review Process
- Editorial Policies
- Data Sharing Solicy
- Appreciation For The Author
- Informed Consent policy
- License Information
- Peer Review Policy
- Plagiarism Policy
- Privacy Policy
- Publishing Ethics
- Publishing with Iocspublisher: step-by-step
- Policy of Screening for Plagiarism
- Policies on Conflict of Interest, Human and Animal rights, and Informed Consent
- Self-Archiving Policies
- Statement of Informed Consent