ANALYSIS OF CUSTOMER BEHAVIOR IN PURCHASING DECISIONS OF MEDICAL SERVICES PRODUCTS AND THEIR EFFECT ON CUSTOMER SATISFACTION IN PHARMACY

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ABSTRACT

Objective: This study aims to analyze customer behavior in the decision to buy self-medicated service products and their effect on customer satisfaction at Kimia Farma Pharmacy, Bekasi Business Unit.

Methods: This research uses a quantitative study approach with a descriptive design. Samples or respondents totaled 312 people. Data collection was carried out by means of interviews and agency documents.

Results: The results showed that the respondents' knowledge, attitudes and actions in self-medicated service products had quite good results. Respondents who have knowledge of self-medicated service products are 54.225%, 67% of respondents have good attitudes and 61% of actions. The results of data analysis show that the influence of customer behavior in the decision to buy self-medicated service products on customer satisfaction is 0.410 or the power of influence is 41.0%, the rest is influenced by other factors. While the influence of customer behavior on the decision to buy self-medicated service products is 0.347 or 34.7%, the rest is influenced by other factors.

Conclusion: Customer satisfaction is quite high which illustrates that Kimia Farma Pharmacy Bekasi Business Unit has tried to fulfill customer desires by providing adequate service.

Keywords: Self-medication, Customer behavior, Customer satisfaction, Pharmaceutical services

INTRODUCTION

The government is committed to provide optimal health services for the community through various tools in the form of health care programs and regulations. One of them is the National Health Insurance (JKN) which is an insurance program that provides health protection to participants [1]. In the JKN program, participants are given guarantees in the form of comprehensive individual health services, including promotive, preventive, curative, and rehabilitative, including drugs and pharmacy medical devices. JKN aims to provide practical health services for the community, where patients can go directly to the nearest health facility that works with JKN. However, in practice, patients still experience complaints, namely the long waiting time at JKN health services [2]. Therefore, for minor complaints, patients generally do self-medication.

Self-medication is one of the treatment efforts made by a person in treating the symptoms of illness or disease he is suffering without first consulting a doctor. Self-medication is carried out to treat minor ailments that can be overcome with limited over-the-counter and over-the-counter (OTC) drugs [3]. The legal basis for self-medication is the Minister of Health Regulation No. 919 Menkes/Per/X/1993 [4]. The Directorate General of Pharmaceutical and Medical Devices Development have formulated guidelines on the use of free drugs and limited free drugs that can help the community so that medication errors do not occur [4]. So far, pharmacy service establishments do not know clearly how the decision-making process for purchasing self-medicated service products and what factors affect consumer preferences [5].

The research reported by Agustina S (2019) said that the reason for not utilizing health services at Puskesmas (JKN) is that people feel that they are not sick and do not need health services at Puskesmas and some people when they complain of being sick, more choose to use over-the-counter drugs purchased at the pharmacy [6]. Mild disease is a disease that can be overcome by using drugs that can be purchased without a doctor's prescription at the pharmacy, namely over-the-counter drugs and limited free drugs, known as OTC (Over The Counter) drugs. Value in Health volume 21 supplement 3 in

October 2018 in Science Direct revealed a result of research conducted by looking at student behavior in dealing with minor disease problems. The results of this study reveal that 74.3% of students do self-medication for reasons of convenience, easy access and are more commonly used for the population [7].

The results of the 2013 Basic Health Research (Riskesdas) show that the majority of Indonesians use over-the-counter drugs for self-medication. Households that store drugs as self-medicated are 35.2% with the type of medicine stored, namely 82%, are over-the-counter drugs obtained from pharmacies (50.2%) as a source of medicine [8]. This means that the pattern of self-medicated treatment is the method that many people choose to handle complaints of disease. This is evident from the high sales of over-the-counter drugs and limited over-the-counter (OTC) drugs which are the mainstay of patients in self-medication. Sales of over-the-counter drugs and limited over-the-counter drugs (OWA) are the second largest revenue contributor after ethical products, especially for state-owned companies (BUMN) such as Kimia Farma Persero. During 2014 to 2017 sales of OTC drugs increased by an average of 11.40% per year. This shows that the trend of OTC sales in the era of National Health Insurance is still positive. In the fairness income report on the planned affiliation and material transactions in March 2019, OTC sales contributed 21.83% with the total segmentation of the IMS market in 2016 of around 67.2 trillion with over-the-counter drugs of 38% [9].

On the other hand, the pharmacy as a pharmacy service place does not clearly know how the process of purchasing decision making for self-medicated service products and what factors influence consumer preferences. Even though this knowledge is important so that pharmacies can determine strategies to capture buyer behavior into selling opportunities, especially for self-medicated service products. This consumer behavior can be seen from the knowledge, attitudes and actions of customers on the purchase of OTC drugs or other products. Consumers' preferences to choose over-the-counter drugs purchased at pharmacies have continued to grow until now, resulting in the purchase of non-pharmaceutical service products that are starting to be in great demand by the public. Behavior which

is the result of all kinds of experiences and human interactions with the environment which is manifested in the form of knowledge, attitudes and actions can then influence purchasing decisions [10].

Consumers tend to choose these pharmaceutical products for use. Every consumer has different behavior and preferences for a product. In purchasing products, consumers have their own perceptions and assessments based on the information they have received and digested. Buying a product begins with a decision process that precedes and follows the purchase action. Consumers' decisions in choosing OTC drugs to alleviate minor ailments and supplements as a preventive process are influenced by the information they have received and digested. Purchasing decisions are a concept in purchasing behavior where consumers decide to make purchases or take advantage of certain products or services [11]. Purchasing decisions are successful when consumers see a need that can be met by the product being offered. Satisfaction is the feeling of someone who appears either happy or disappointed arising from the product's performance against customer expectations, if the performance meets expectations, the consumer will be satisfied.

This study aims to analyze customer behavior in the decision to buy self-medicated service products and its effect on customer satisfaction at the Kimia Farma Pharmacy Bekasi Business Unit by knowing customer behavior, analyzing the influence of customer behavior, and analyzing the effect of purchasing decisions on self-medicated service products on customer satisfaction at the pharmacy.

MATERIALS AND METHODS

The conceptual framework

The conceptual framework in this study illustrates the relationship between variables in the analysis of customer behavior in the decision to buy self-medicated service products and their effect on customer satisfaction in pharmacies. The conceptual framework can be seen in fig. 1.

Quantitative study approach

This research uses a quantitative study approach with a descriptive design. The method used is a survey. Survey research is a study that uses a sample of the population with a data collection tool (instrument) in the form of a questionnaire or questionnaire. Samples or respondents were as many as 312 people who bought self-medicated service products. The sample is determined by nonprobability sampling with an incidental sampling approach.
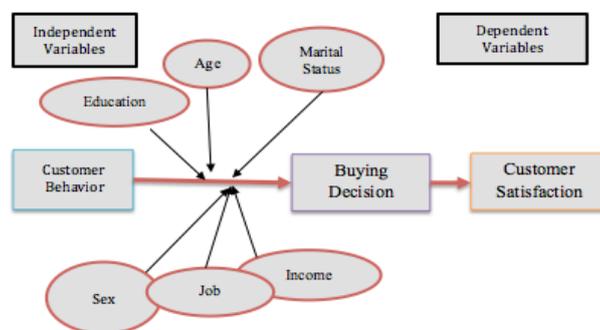

Fig. 1: The conceptual research framework

Data collection

Collecting data in this study were primary and secondary data. Primary data is obtained through interviews using a questionnaire (question sheet) which is a data collection technique carried out through a series of questions addressed to respondents. Secondary data obtained from agency documents.

Data analysis

Data analysis was carried out by descriptive statistical analysis, among others, by means of inferential analysis which consisted of the following stages: normality test, relationship test with cross tabulation, and Structural Equation Modeling (SEM) test.

Operational definition

The terms used in this study has been operationally defined as shown in table 1. The variables were customer behavior (Skiner, Benyamin Blooms) [12], buying decision (Kotler and Amstrong) [13], and customer satisfaction (Kotler) [14]. Customer behavior variables has operational definition as individual responses to stimuli that can be seen from knowledge, attitudes and actions that has three dimension: customer knowledge, attitude of customers, and customer action. "Customer Knowledge" has 5 indicators, "Attitude of customers" has 4 indicators, and "Customer Action" has 5 indicators.

Buying decision variables has operational definition as the action of consumers to buy or not to buy certain products that has two dimension: brand/product selection and distributor selection. It has four and two indicators respectively. Customer satisfaction variable has operational definition as feelings of disappointment or pleasure as a result of comparing the product's perceived expectations with its expectations. It has five dimension: responsiveness (3 indicators), guarantee (3 indicators), empathy (2 indicators), conclusive evidence (3 indicators), and reliability (2 indicators).

The data were measured using a questionnaire with a scale: 0 = false and 1 = right and a Likert scale: 1 = strongly disagree; 2 = disagree; 3 = agree; and 4 = totally agree.

RESULTS AND DISCUSSION

Customer behavior

In this study, the customer behavior variable has three dimensions, namely dimensions of customer knowledge, customer attitudes, and customer actions. The knowledge, attitudes and actions of respondents in self-medicated service products have quite good results. For respondents who have knowledge of self-medicated service products by 54.225%, good attitude of respondents by 67% and action by 61%. The respondent's behavior is determined by the intention of the health object, support from the community, information about health, freedom in making decisions and conditions of behavior. By using self-medicated service products, respondents think that they can save time and money than if they go to a professional, access to products is easy and the pain is only mild symptoms. The action of using self-medicated service products must be based on knowledge of the product used, such as indications, and curable diseases.

Actions based on knowledge and experience will produce actions that run steadily rather than actions that are not based on knowledge and experience so that knowledge and attitudes related to the use of self-medicated service products will provide good behavior [15]. Based on the results of the analysis that has been disclosed, in this study the respondents had a high level of knowledge about self-medicated service products.

Health behavior is a person's response to stimulation or objects related to health and illness, disease, and the factors that influence it. In other words, health behavior is all the activities of a person, both observable and unobservable, which are related to the maintenance

and improvement of health. The behavior of customers in looking for pharmaceutical products with the aim of taking preventive measures with supplements or promotes with over-the-counter drugs purchased at pharmacies is the result of past experience and knowledge. According to Notoatmojo (2014), in his book entitled Health Behavior Science reveals that behavior is the result of all kinds of experiences and human interactions with the environment which are manifested in the form of knowledge, attitudes and actions. Behavior is a response or reaction of an individual to a stimulus that comes from outside or from within him [16].

Customer behavior to buy a product is basically the totality of appreciation and activity, which is the end result of a relationship that greatly affects various kinds of psychological symptoms such as

attention, observation, thoughts, memories, fantasies, and so on. Benyamin Bloom (1908) an educational psychologist then differentiates into three domains of behavior, namely knowledge, attitudes, and actions [12]. A survey conducted by Kautsar AP (2018) with 260 respondents showed that herbal buying behavior was influenced by preferences for using herbal products. The efficacy of the product, the reason for using herbs is as a solution for treatment and purchasing decisions at a pharmacy because it is believed to provide quality and genuine products [17]. Whereas in Kartika, Wide Mega (2019) consumer behavior in purchasing drugs at pharmacies is influenced by cultural factors. Ease of access and completeness of drugs, social factors, namely the family often uses a drug and trusts the drug, personal factors, namely the quality of the drug and psychological factors, namely a comfortable and clean place [18].

Table 1: Operational definitions

Variables	Operational definitions	Dimensions	Indicators	Measuring and scale tools
Customer Behavior (Skiner, Benyamin Blooms)	Individual responses to stimuli that can be seen from knowledge, attitudes and actions	Customer Knowledge	1.1 Medicines that can be purchased without a doctor's prescription 1.2 Medicine for minor ailments 1.3 Not for chronic diseases 1.4 Drug side effects 1.5 Rules for using drugs	Using a questionnaire with a scale: 0 = False 1 = Right
		Attitude of Customers	2.1 Take medication according to the dose 2.2 Take medication according to the rules of use 2.3 Buying drugs 2.4 If not recovered with over-the-counter drugs	Using a questionnaire with a Likert scale: 1 = strongly disagree 2 = disagree
		Customer Action	3.1 If the pain is mild 3.2 Asking how to use 3.3 Choices where to buy drugs 3.4 If the drug is not available 3.5 Drug supplies	3 = agree 4 = totally agree
Buying Decision (Kotler and Amstrong)	The action of consumers to buy or not to buy certain products.	Brand/Product Selection	1.1 Product quality 1.2 Product efficacy 1.3 Product substitution 1.4 Product prices	
		Distributor Selection	2.1 Service 2.2 Convenience 2.3 Quality	
Customer Satisfaction (Kotler)	Feelings of disappointment or pleasure as a result of comparing the product's perceived expectations with its expectations	Responsiveness	1.1 Fast service 1.2 Staff friendliness 1.3 Quality products	
		Guarantee	2.1 Appropriate medication 2.2 Honest officers 2.3 Drug information	
		Empathy	3.1 Service regardless of status 3.2 Attention to complaints 3.3 Understand needs	
		Conclusive evidence	3.4 Buildings 3.5 Cleanliness 3.6 Officer appearance	
		Reliability	5.1 Troubleshooting 5.2 Errors in service	

Buying decision

Purchasing decisions, namely the selection of options and other alternatives in a product. A complicated decision-making process involves several choices or alternative actions to get a product. The behavior of respondents which includes knowledge, attitudes and actions taken towards self-medicated service products creates an incentive to make purchases.

The recognition of the problem of mild pain symptoms stimulated respondents to seek information about self-medicated service products that match these symptoms. With knowledge, especially about drugs and how to use them for minor illnesses, then the respondent evaluates alternatives to select the most suitable product or the most useful brand to fulfill the need for medicine. In the final stage, the respondent chooses a brand or a self-medicated service product. This purchase decision led to the selection of self-medicated service products to relieve minor symptoms by buying

them at pharmacies because of the quality and reliability of the product's authenticity. After buying a self-medicated service product, customers can feel satisfied or dissatisfied with the product they purchased. Consumers are satisfied when the products they buy are the same or according to their expectations. Conversely, consumers will be dissatisfied when the product purchased is below expectations [19].

Purchasing decision variables have two dimensions, namely the dimensions of product and brand selection and supplier selection. Respondents' responses regarding the dimensions of product and brand selection, the majority have agreed responses (66.7), followed by disagree (16.3%), strongly agree (15.7%) and strongly disagree (1.4%). Based on the indicator (17), the most respondents answered agree as much (65.4%), strongly agree (30.1%), disagree (4.5%) and no one answered strongly disagree. While the responses of respondents based on the dimensions of choosing the distributor, the majority gave

responses in the agree category (70.8%) followed by strongly agree (14.4%), then disagree (13.8%) and strongly disagree (1.0%).

Benyamin Bloom (1981) differentiates into three areas, namely knowledge, attitudes and actions. Knowledge (knowledge) is the result of human senses or the result of someone knowing about objects through the senses they have [12]. Attitude is a person's closed response to a stimulus that already involves the opinion or emotional factor in question. Individual's attitude is syndrome of response consistent with regard to object. So it becomes clear that attitude is a collection of symptoms in response to stimuli involving thoughts, feelings, attention and other psychological symptoms. Action (practice) is the tendency of an attitude to act, but an attitude does not necessarily take the form of action because to transform it into action requires facilities and infrastructure.

Customer satisfaction

In this study, customer satisfaction is measured using 5 dimensions, namely tangibles, reliability, responsiveness, assurance and empathy. Measurements are carried out on pharmaceutical service products directly and also to the Kimia Farma Pharmacy Bekasi Business Unit to see the quality and service satisfaction.

The results of customer satisfaction at Kimia Farma Pharmacy Bekasi Business Unit Tangible dimensions indicate satisfaction with the respondent. In this dimension, respondents assessed the Kimia Farma Pharmacy Bekasi Business Unit to have a clean, tidy and comfortable building for purchasing self-medicated service products. The good appearance of the service place for self-medicated products and supported by the appearance of good officers makes respondents feel comfortable and confident in making purchases [20].

Respondents' satisfaction in buying self-medicated service products seen from the Tangible dimension shows satisfaction as well because all information is available on the drug packaging. With these results, respondents have confidence in good self-medicated service products. In the reliability dimension, respondents show good satisfaction because the officers solve problems immediately and also in the service, they make a little mistake. Respondent satisfaction in the reliability of self-medicated service products also shows good satisfaction. The reliability in reducing minor pain symptoms is in accordance with the obvious use and way of using the drug [21].

Fast, friendly service and the quality of the products sold are a pension for customer satisfaction in buying self-medicated service products in the Responsiveness dimension. Customers who buy service products are generally buyers whose visit to the pharmacy is short so that with alacrity and friendly service can satisfy customers.

Completeness of drug availability and demand for good pharmaceutical service products with packaging that protects self-medicated service products also increases customer satisfaction. Honest officers and services that are accompanied by information needed in the use of drugs, the rules of use, the use of drugs that can relieve minor symptoms show customer satisfaction in the dimension of assurance [22].

In the empathy dimension, officers in performing services do not see social status, pay attention to complaints, and understand customer needs to make customer satisfaction. With a good product capable of making compliance taking medication as well as the form of self-medicated service products adjusted to the ease of drinking it also increases respondent satisfaction. Understanding consumers with their behavior provides a real picture of what is thinking, what is expected and what must be improved to me*et al.* l these expectations. By understanding this behavior, it is hoped that it can satisfy customers and win business competition [23].

According to Kotler and Armstrong (2008), consumer purchasing decisions are based on several questions including what to buy, where to buy it, how, and how much to buy, when, and why consumers buy [13]. The beginning of the buying behavior model is in the form of stimulation consisting of "Four P's", namely product (product), price (price), placece (place), and promotion (promotion). Other stimuli include power and major factors in the buyer's environment such as: economy, technology, politics and culture. All of these stimuli go to the buyer, where this input is converted into a set of observable buyer responses, including product choice, brand choice, dealer choice, purchase time, and purchase amount.

Basically, the goal of a business is to create satisfaction for its customers. According to Kotler (2000) satisfaction is someone feeling disappointment or pleasure as a result of comparing a perceived achievement of a product (or result) in relation to his expectations [14]. Meanwhile, according to P Jiang (2005) satisfaction is a collective result of perception, evaluation and psychological reactions to the consumption experience with a product or service [24]. Petterson PG (1993) states that customer satisfaction is an evaluation of the perceived disconfirmation between previous expectations and the actual performance of the product that is felt after its use [25]. Wilkie (1990) defines customer satisfaction as an emotional response to an evaluation of the experience of consuming a product or service. Lin CC (2003) states that customer satisfaction is an after-purchase evaluation where the alternatives chosen are at least the same or exceed customer expectations.

The level of customer satisfaction can be influenced by two components, namely desire service, namely a service that is expected to be received, and adequate service is a service that is quite acceptable. The embodiment of customer satisfaction can be identified through five quality determinants based on customer importance: (1) Direct evidence (Tangibles), including physical facilities, equipment, employees, and means of communication; (2) Reliability, the ability to provide promised services promptly, accurately, and satisfactorily; (3) Responsiveness, the desire of staff and employees to help customers and provide responsive services, (4) Assurance, which includes knowledge, ability, courtesy and trustworthiness of staff, free from danger, risk or doubt and (5) Empathy which includes the ease of making relationships, good communication, personal attention, and understanding the needs of customers.

Table 2: SEM analysis results with PLS

Indicators	Original sample	Sample mean	Standard deviation	T statistics (|O/STDEV|)	P values
K1 → BD	0.107	0.099	0.049	2.159	0.031
K2 → BD	-0.085	-0.088	0.062	1.373	0.170
K3 → BD	0.145	0.141	0.062	2.328	0.020
K4 → BD	-0.038	-0.037	0.056	0.666	0.506
K5 → BD	-0.011	-0.007	0.054	0.210	0.833
K6 → BD	-0.020	-0.019	0.051	0.391	0.696
BD → CS	0.645	0.645	0.055	11.723	0.000
Moderating Effect 1 → BD	0.042	0.048	0.066	0.642	0.521
Moderating Effect 2 → BD	0.078	0.078	0.072	1.084	0.279
Moderating Effect 3 → BD	-0.172	-0.164	0.078	2.210	0.028
Moderating Effect 4 → BD	0.087	0.083	0.060	1.452	0.147
Moderating Effect 5 → BD	-0.013	-0.014	0.058	0.224	0.823
Moderating Effect 6 → BD	0.051	0.053	0.054	0.929	0.353
Customer Behavior → CS	-0.009	-0.011	0.052	0.175	0.861
Customer Behavior → BD	0.523	0.525	0.047	11.046	0.000

Note: BD= Buying decision, CS=Customer satisfaction

Data analysis

Based on the results of data analysis, the influence of customer behavior in the decision to buy self-medicated service products on the effect of customer satisfaction is 0.410 or the power of influence is 41.0%, the rest is influenced by other factors. While the influence of customer behavior on the decision to buy self-medicated service products is 0.347 or 34.7%, the rest is influenced by other factors.

Based on table 2 above, it can be seen that customer behavior has a direct positive effect on purchasing decisions (T-statistical value 11.046>T-Table 1.96 or P-value 0.000<α 0.05), as well as purchasing decisions which have a direct influence. direct positive on customer satisfaction (T-statistics value 11.723>T-table 1.96 or P-value 0.000<α 0.05). But customer behavior does not have a direct positive effect on customer satisfaction (T-statistical value 0.175<T-table 1.96 or P-value 0.861>α 0.05). Based on the value of T-statistics>1.96, it means that the purchase decision is fully mediated in influencing customer behavior on customer satisfaction.

CONCLUSIONS AND RECOMMENDATION

The choice to use self-medicated services is mainly based on knowledge of the benefits provided. However, knowledge about the side effects of drugs is not as good as knowledge about the benefits. This shows that knowledge about the benefits of self-medicated service products is used as a functional use of benefits. Purchasing decisions made by customers are based on product excellence in treating minor ailments and perceived quality. Even if a product is not available and is replaced with a similar product, the customer is willing to use another brand of product. The selection of distributors in obtaining self-medicated service products, namely pharmacies, is mainly because they provide quality products at affordable prices. Customer satisfaction shows high results which illustrate that the Kimia Farma Pharmacy Bekasi Business Unit has tried to fulfill customer desires by providing adequate service. With high satisfaction, of course, it will make customer commitment in meeting the needs of self-medicated service products obtained from pharmacies.

It is recommended that customer satisfaction surveys be conducted regularly so that pharmacies can find out about changes in customer attitudes and their information needs regarding self-medicated services. This knowledge can be used as a reference in developing a pharmaceutical service strategy in the future.

AUTHORS CONTRIBUTIONS

All authors has discussed the results and contributed to the final manuscript.

CONFLICT OF INTERESTS

There is no conflict of interest

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