

The Influence of Drug Availability, Service Quality and Brand Image on Purchase Interest at Wahana Medika Pharmacy

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Abstract: This study investigates the influence of drug availability, service quality, and brand image on consumer purchase intention at Wahana Medika Pharmacy. Employing a quantitative descriptive method with an explanatory approach, the research involved 295 respondents selected using non-probability sampling. Data was collected via a Likert scale questionnaire distributed through Google Forms and analyzed using multiple linear regression. The results reveal a positive and significant influence of all three independent variables on purchase intention ($R^2 = 0.657$). Drug availability (coefficient 0.407), service quality (0.339), and brand image (0.419) individually contribute to increased purchase intention, with brand image exhibiting the strongest effect. The regression model explains 65.7% of the variation in purchase intention, with the remaining variance attributable to factors outside the model. The study concludes that adequate drug availability, excellent service quality, and a strong positive brand image are crucial factors driving consumer purchase intention at pharmacies. Wahana Medika Pharmacy is advised to maintain drug availability, enhance service quality through staff training, and strengthen its brand image through digital marketing strategies and customer loyalty programs. Future research could incorporate additional variables such as price and customer loyalty for a more comprehensive understanding.

Keywords: Availability of Medicine, Quality of Service, Brand Image, Purchase Intent

A. Introduction

In the pharmaceutical business world, consumer purchasing interest in a product is not only determined by price factors, but also by various elements such as drug availability, service quality, and brand image of the pharmacy (Ago et al., 2015). Purchasing interest is a form of consumer behavior that describes the desire to purchase a product based on consideration and belief in the product. According to Kotler and Keller (2016), purchasing interest arises as a response to an object that attracts the attention of consumers and shows their tendency to make a purchase.

Several experts define purchasing interest from various perspectives. Durianto and Liana (2014) explain that purchasing interest is related to consumer plans to buy

certain products and the number of products needed in a certain period. Halim & Iskandar (2019) add that purchasing interest is formed from consumer attitudes towards a product, which is influenced by their level of trust in the quality of the product. If consumer trust is low, purchasing interest also tends to decrease. Meanwhile, Irvanto et al., (2020) argue that purchasing interest arises after consumers receive stimulation from the products they see, which then drives the desire to own the product until it finally leads to a purchase.

Factors that influence consumer purchase intention have also been identified by Kotler and Keller (2016), which include the attitudes of others and unanticipated situational factors. The attitudes of others can influence consumer decisions depending on the intensity of the negative attitudes they have towards a product and how motivated consumers are to comply with the wishes of others. Meanwhile, unexpected situational factors, such as economic changes or product availability, can change consumer purchasing decisions.

In the context of the pharmaceutical industry, drug availability is a major factor influencing purchasing decisions. Good drug availability in a pharmacy will increase consumer confidence and increase their purchasing interest. According to Asnawi et al. (2019), suboptimal drug management can lead to empty or excess stock, which has an impact on customer satisfaction. Rangkuti (2014) added that the main objective of drug inventory management is to eliminate the risk of late supply, ensure the quality of drugs received, and maintain the stability of pharmacy operations in order to provide optimal service to customers.

In addition to drug availability, service quality also plays an important role in shaping consumer purchasing decisions. According to Tjiptono (2016), service quality reflects the process of fulfilling consumer needs through direct interaction with service providers. Wijaya (2017) explains that service quality can be measured based on customer satisfaction and the extent to which the service provided is in accordance with their expectations. The main characteristics of service quality, as stated by Tjiptono (2015), include intangibility, inseparability, variety, and perishability. Pharmacies that are able to provide friendly, responsive, and quality service will more easily attract customers' attention and increase their purchasing interest.

Brand image is also a factor that is no less important in shaping consumer purchasing interest. According to Setiadi (2019), brand image is the overall perception of consumers towards a brand based on their information and experience with the brand. Consumers who have a positive image of a pharmacy will be more likely to make a purchase, because they feel more confident and comfortable with the products and services offered.

Based on the explanation above, it can be concluded that consumer purchasing interest in the pharmaceutical sector is greatly influenced by the availability of drugs,

service quality, and brand image. Therefore, this study aims to analyze the extent to which these three factors influence consumer purchasing interest at Wahana Medika Pharmacy. By understanding the factors that play a role in purchasing decisions, it is hoped that the results of this study can provide insight for pharmacy managers in improving their marketing and service strategies in order to increase customer loyalty and satisfaction.

B. Methods

This study uses a descriptive method with a quantitative approach that aims to describe the relationship between variables systematically and factually (Sugiyono, 2017). This type of research is explanatory, which aims to explain the influence of independent variables (drug availability, service quality, and brand image) on dependent variables (purchase interest) through hypothesis testing. Hypothesis testing is carried out using quantitative data obtained through observation and questionnaires (Sugiyono, 2017).

The population in this study is defined as a generalization area consisting of objects or subjects with certain characteristics determined by the researcher (Sugiyono, 2016). The population in this study was 295 consumers of Wahana Medika Pharmacy who had experience in purchasing or using services at the pharmacy. The sampling technique used was Non-Probability Sampling, a technique in which not all members of the population have the same opportunity to be selected as respondents (Sugiyono, 2016).

The data collection technique in this study was carried out using a Likert scale-based questionnaire distributed via Google Form. This questionnaire includes questions regarding the variables of drug availability, service quality, brand image, and consumer purchasing interest. The Likert scale is used to measure respondents' perceptions with assessment categories: Very Often (4), Often (3), Sometimes (2), and Never (1) (Sugiyono, 2017). The data obtained were then analyzed using statistical techniques to test the formulated hypotheses.

C. Results and Discussion

Respondent Characteristics

Respondents in this study amounted to 295 people, consisting of 207 women (70.2%) and 88 men (29.8%). The majority of respondents were aged 36-50 years (64.1%), while the age groups of 31-35 years and 25-30 years were 29.5% and 6.4%, respectively. In terms of education, 60.7% of respondents had a bachelor's degree, 23.1% were high school graduates/equivalent, and 16.2% were D3 graduates.

Descriptive Analysis

Most respondents considered that the availability of drugs at Wahana Medika Pharmacy was quite good. Around 99% of respondents felt that information about drug stock was easily accessible and 97% stated that the drugs they were looking for were available quickly. As many as 93% of respondents felt comfortable with the atmosphere at the pharmacy, including the layout and comfort of the room. In addition, 98% of respondents considered that the pharmacy maintained the safety and quality of the drugs sold.

Most respondents, around 99%, considered that Wahana Medika Pharmacy has a good reputation, and 98% believed that the pharmacists have sufficient knowledge in providing drug information. The majority of respondents showed high purchasing interest, with 99% stating that they are willing to buy products from Wahana Medika Pharmacy again, especially if there are promotions or discounts.

Hypothesis Test Results

Based on the results of the regression analysis, it was found that the three independent variables, namely drug availability, service quality, and brand image, have a significant influence on purchasing interest. The regression equation obtained is $Y = 2.315 + 0.407 (X1) + 0.339 (X2) + 0.419 (X3)$, which shows how each independent variable contributes to consumer purchasing interest.

The intercept value of 2.315 indicates that when drug availability, service quality, and brand image are zero, then purchase interest still has a base value of 2.315. This indicates that there are other factors outside the model that can also affect consumer purchase interest. Meanwhile, the regression coefficient for drug availability (0.407) shows that every one unit increase in drug availability will increase purchase interest by 0.407. This means that the complete and more available the stock of drugs in the pharmacy, the higher the consumer's tendency to buy.

Furthermore, service quality has a regression coefficient of 0.339, which means that a one-unit increase in service quality will increase purchase intention by 0.339. This confirms that friendly, fast, and responsive service can increase consumer trust and loyalty in making purchases. Meanwhile, brand image has the highest coefficient, which is 0.419, which indicates that a one-unit increase in brand image will increase purchase intention by 0.419. In other words, consumers are more likely to buy products from pharmacies that have a good reputation and are widely known as trusted health service providers.

Overall, these results show that brand image has the most dominant influence on purchase intention, followed by drug availability and service quality. This is in line with the theory put forward by Kotler and Keller (2016), which states that consumer

purchasing decisions are greatly influenced by external factors such as brand trust, service experience, and the availability of needed products. Therefore, for pharmacies or health service providers, improving brand image, service quality, and stable drug availability are effective strategies to increase consumer purchase intention.

Based on the results of the regression analysis, a determination coefficient (R^2) of 0.657 was obtained, which means that 65.7% of the variation in purchasing interest can be explained by the variables of drug availability, service quality, and brand image. In other words, the regression model used in this study is able to explain most of the changes in consumer purchasing interest based on the three independent variables. However, there is still 34.3% of the variation in purchasing interest that is not explained by this model and is likely influenced by other factors outside the variables studied. These factors can include product prices, promotions, personal consumer experiences, recommendations from others, to macroeconomic factors such as people's purchasing power.

The R^2 value of 0.657 indicates that the model used has a fairly good accuracy in predicting purchase interest, because more than half of the variation in purchase interest can be explained by the variables in the study. According to regression theory, the higher the R^2 value, the stronger the relationship between the independent and dependent variables in the model. Therefore, these results indicate that drug availability, service quality, and brand image are quite dominant factors in influencing consumer purchasing decisions at pharmacies.

To improve the accuracy of the model in explaining purchase intention more comprehensively, further research can consider adding other variables, such as product price, customer loyalty, or marketing strategies applied. This will help to get a more comprehensive picture of the factors that influence consumer purchasing decisions.

The Influence of Drug Availability on Purchase Interest

Drug availability has a positive and significant effect on purchase intention with a regression coefficient of 0.407. This shows that customers are more likely to buy drugs at pharmacies that have complete and stable drug stocks. According to Asnawi et al. (2019), optimal drug availability in health facilities will increase customer satisfaction and loyalty to health service providers. Rangkuti (2014) also explains that good stock management reduces the risk of delays in drug supply, thereby increasing customer trust.

This study is also consistent with studies conducted by Effendi et al. (2022) and Qoriani et al. (2023) which found that drug availability has a significant influence on consumer purchasing decisions at pharmacies. Trust built through guaranteed drug

availability contributes to customer loyalty and the sustainability of the pharmacy business.

The Influence of Service Quality on Purchase Interest

The results of the study showed that service quality has a positive and significant influence on purchase intention with a regression coefficient of 0.339. According to Kotler and Keller (2016), service quality is the main factor that shapes customer perceptions of a business. Tjiptono (2016) added that good service quality will increase customer satisfaction and strengthen their loyalty.

This result is also in line with the research of Pratiwi et al. (2016) and Wideasih & Firmani, (2022) which states that customers are more interested in making purchases in places that offer friendly, efficient, and professional services. Good service not only improves the customer experience but also creates competitive differentiation that is difficult for competitors to imitate.

The Influence of Brand Image on Purchase Interest

Brand image has the greatest influence on purchase intention with a coefficient value of 0.419, indicating that trust in the brand plays an important role in customer purchasing decisions. According to Setiadi (2019), a positive brand image increases customer loyalty and differentiates a business from competitors. Philip Kotler and Kevin Keller (2016) added that a strong brand image provides a sense of security for consumers in making purchasing decisions.

This study also supports the research results of Benhart Nainggolan & Suwadi (2024) and Rina et al. (2023) who found that customers are more likely to buy products from pharmacies that have a good reputation in the community. Brands that have a positive image can attract new customers, retain old customers, and create a better perception of quality than competitors.

Implications

Based on the research results, there are several strategies that can be implemented by Wahana Medika Pharmacy to increase customer purchasing interest. First, maintaining drug availability by improving the stock management system so that drugs are always available and optimizing coordination with suppliers to reduce the risk of drug shortages. By ensuring product availability, customers will be more confident and tend to return to shop at this pharmacy.

Second, improving the quality of service through training for pharmacy staff to improve their skills in serving customers. In addition, providing more personalized drug consultation services can help improve customer comfort in choosing and using

the drugs they need. Good service will increase customer satisfaction and strengthen their loyalty to the pharmacy.

Third, strengthen the brand image by implementing digital marketing strategies to introduce the positive image of the pharmacy to the wider community (Youssef, 2024; Proença, 2021). In addition, establishing good relationships with customers through loyalty programs and special promotions can also increase customer engagement with the brand. With this strategy, Wahana Medika Pharmacy can build a stronger reputation in the market, increase customer loyalty, and drive sustainable sales volume growth.

D. Conclusion

Based on the results of the study, it can be concluded that the availability of drugs (X1), service quality (X2), and brand image (X3) have a positive and significant influence on purchasing interest at Wahana Medika Pharmacy. These results indicate that every one unit increase in drug availability will increase purchasing interest by 0.407, while a one unit increase in service quality will increase purchasing interest by 0.339, and brand image by 0.419. From the results of the determination coefficient (R^2) of 0.657 or 65.7%, it can be concluded that variations in purchasing interest can be explained by these three independent variables, while the other 34.3% is influenced by other factors outside this study.

The results of the analysis show that the better the availability of drugs, the higher the consumer's interest in buying. Likewise with the quality of service, where friendly and professional service increases customer satisfaction and loyalty. In addition, a positive brand image also contributes to increasing customer trust in pharmacies. Overall, these variables simultaneously contribute significantly to improving customer purchasing decisions.

As a managerial implication, Wahana Medika Pharmacy needs to ensure the availability of drugs with more efficient stock management and good cooperation with suppliers. In terms of service quality, pharmacies can provide training to staff to improve communication skills and service speed. Meanwhile, to strengthen brand image, pharmacies need to optimize digital marketing strategies and customer loyalty programs. From an academic perspective, this study still has limitations in the scope of variables and reference sources, so further research is recommended to explore other variables such as customer trust or product differentiation strategies.

By implementing these strategies, it is hoped that Wahana Medika Pharmacy can increase its competitiveness in the pharmaceutical industry, attract more customers, and maintain their loyalty in the long term.

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