
ANALYSIS OF CONSUMER BEHAVIOR PURCHASING DRUGS IN THE REGIONAL PHARMACY OF BEKASI TIMUR

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ABSTRACT

This research is motivated by consumer behavior patterns in purchasing medicine at pharmacies. The variables used in this study include price, service quality, purchase decisions, and consumer trust as a mediator. The purpose of this research is to understand and analyze consumer purchasing behavior of medicine at pharmacies in the East Bekasi area. The methodology employed in this study is quantitative research with causal explanation. Data collection techniques involve distributing questionnaires. Meanwhile, the sampling technique utilizes a non-probability sampling design with purposive sampling. Data processing involves Structural Equation Modeling (SEM) using the SmartPLS software version 3.3.7 and includes 138 respondents. Based on the testing and analysis results, it can be concluded that consumer trust mediates price and service quality, consequently exerting a positive and significant influence on the purchase decisions of medicine at East Bekasi Pharmacy. The implications of this research are expected to contribute as information for entrepreneurs and managerial implications that can be practically applied within companies, particularly in determining marketing strategies by managing internal and external factors to enhance sales. Moreover, it also holds theoretical implications in the academic field with the hope of generating new theories.

Keywords: price, service quality, consumer trust, purchase decision.

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INTRODUCTION

The Indonesian pharmaceutical industry currently still has the potential to grow (Nugroho, 2017). This is due to population growth, increased public health awareness, an increasing economy, and improved health access and budget (Nasrullah, 2018). This research helps industry players to obtain information and understand market desires to increase sales.

In the first half of 2022, the Chemical, Pharmaceutical, and Traditional Medicine Industry rose 4.3% compared to the first quarter of 2021. Meanwhile, in the second quarter of 2022, construction experienced minus 3.4% compared to the second quarter of 2021. Graph 1.1 shows the industry's annual growth.

Sumber: Data Industri Research, diolah dari Badan Pusat Statistik (BPS) dan Bank Indonesia (BI)

PDB (Produk Domestik Bruto) Atas Dasar Harga Konstan 2010

*Semester I 2022, pertumbuhan terhadap PDB Industri Kimia, Farmasi, dan Obat Tradisional semester I 2021 yang sebesar 112.902,4 miliar rupiah

Badan Pusat Statistik tidak membuat PDB lebih detail khusus industri Kimia saja, atau Industri Farmasi saja, dikarenakan dapat membuat nilai PDB menjadi kurang akurat jika lebih spesifik lagi

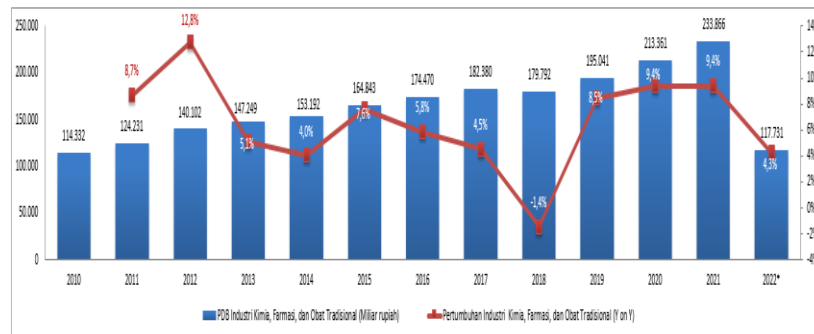


Figure 1. Data on the Growth of the Chemical, Pharmaceutical, and Traditional Medicine Industries, 2011 – 2022

Source: Industry Research Data, 2022

Competition in the pharmaceutical industry is very tough, making business people compete to strengthen all their potential and resources in order to be able to provide something new and increase competitiveness against similar companies (Windha & Andriati, 2023).

The Ministry of Health noted that Indonesia had 30,199 pharmacies in 2021. Seeing the trend in the last decade, the number of pharmacies in Indonesia tends to increase. The highest increase in the number of pharmacies was 19.81% in 2013, from 17,613 units to 21,103 units. By region, West Java has the highest number of pharmacies in Indonesia, with 4,874 units in 2021. East Java is in second place with 4,250 pharmacies, and Central Java has 3,768 units. Meanwhile, DKI Jakarta and Banten have 2,055 pharmacies and 1,632 units, respectively.

Business competition between Pharmacy brands to gain a large share in Indonesia is unavoidable. Below is the Top Brand Index data for Phase 2 Pharmacies in Indonesia in 2021 and 2022.

TOP BRAND INDEX FASE 2 2021 TOP BRAND INDEX FASE 2 2022

APOTEK/ DRUGSTORE

BRAND	TBI 2021	
Kimia Farma	42.9%	TOP
K 24	23.9%	TOP
Guardian	19.0%	TOP
Century	10.4%	

* Kategori online dan offline

APOTEK/ DRUGSTORE

BRAND	TBI 2022	
Kimia Farma	39.6%	TOP
K 24	28.3%	TOP
Guardian	15.5%	TOP
Century	11.6%	

* Kategori online dan offline

Figure 1. Pharmacy Top Brands

Source: Top Brand Award (2022)

Looking at the picture above of the four big players in the retail community Pharmacy in Indonesia, we see that there has been a significant increase in the K 24 Pharmacy, which in 2021 was 23.9%, up in 2022 it was 28.3%. Researchers try to dig deeper into the phenomena that occur in pharmacies, especially around East Bekasi, related to the causes of the increase in the number of

customers, increasing value, and even winning the market in terms of the variable aspects of price, service quality, consumer confidence, and purchasing decisions.

In previous research, namely the Effect of Price and Consumer Confidence on Purchase Decisions through Market Place Shopee, such as, one of the conclusions from the research results is that consumer trust has a positive and significant influence on purchasing decisions (Ofori et al., 2020). Other research results, namely one of the conclusions of the research results is that price has a significant positive influence on purchasing decisions mediated by consumer trust (Pratama & Santoso, 2018).

Furthermore, service quality is the consumer's perception of the company's serviceability in realizing consumer expectations and satisfaction (Wulandari & Suwitho, 2017). The pharmacy's quality of service is also a motivation for customers to make purchasing decisions. Customer service can be in the form of employee friendliness, smiles in serving, and competence in serving consumers (Maramis et al., 2022). One of the results of previous research is that individual and simultaneous service quality has a positive effect on the purchasing decision process at Starbucks coffee outlets in Senayan City (Budiyanto, 2019).

In the increasingly dynamic world of the Pharmacy business, consumer trust is very important to determine purchasing decisions. Consumer confidence in a product is influenced by price, product quality, availability, service quality, and store/pharmacy image. Trust will also affect consumer attitudes towards purchasing or reusing a product (Faizal & Nurjanah, 2019).

Purchasing decisions are the consumer's final stage in considering the factors and reasons before purchasing a product or service (Kholidah & Arifiyanto, 2020). The purchasing decision process consists of recognizing needs, seeking information, evaluating alternative products, purchasing decisions, and post-purchase behavior (Kotler, 2016).

The phenomenon of a significant increase in sales at the K 24 Pharmacy in 2022 and the phenomenon of consumer behavior patterns in buying drugs at pharmacies and from the results of previous research, the purpose of this study was to identify and analyze the behavior of consumers buying drugs in the East Bekasi area. Examining the effect of price and service quality mediated by consumer trust on pharmacy drug purchasing decisions.

METHODS

The research design is a quantitative method with a causal explanation type to explain the relationship between research variables and the influence of independent variables on the dependent variable and to test hypotheses. With this causal explanation research, it will be known and analyzed how much influence price and service quality have on drug purchasing decisions at pharmacies mediated by consumer trust.

The population in question is residents or people over 17 years domiciled in the East Bekasi Region. The sampling technique uses a non-probability sample design with purposive sampling, in which each population is not given equal rights to be used as a sample but uses certain requirements according to the researcher's wishes. The selected sample is people who live in the East Bekasi Region and have bought medicine at the East Bekasi Regional Pharmacy. The number of samples determined was 138 respondents.

The data used is primary data with data collection techniques through distributing questionnaires and using a five-point Likert scale measurement (1 – 5). Score 1 for Strongly Disagree

(STS), Score 2 for Disagree (TS), Score 3 for Neutral (N), Score 4 for Agree (S), Score 5 for Strongly Agree (SS). In the Likert Scale, the variables measured are perceptions, attitudes, and views of a person, which are then translated into variable indicators as a reference for compiling question items.

The data analysis method uses Structural Equation Modeling (SEM) using the Smart-Partial Least Square (SmartPLS) software version 3.3.7 PLS (Partial Least Square). Measurements were made on the Outer Model and Inner Model.

RESULTS AND DISCUSSION

Characteristics of respondents

The number of samples that met the criteria was 138 respondents in gender, age, and type of work. Table 1 shows that female respondents are more dominant, namely 108 people with a percentage of 78.26%, and male respondents as many as 30 people or 21.74%.

Table 1. Correspondent characteristics

Respondent Criteria	Amount	Percentage	Respondent Criteria	Amount	Percentage
Man	30	21.74%	Woman	108	78.26%
Age 17 - 25 Years	4	2.90%	Age 17 - 25 Years	15	10.87%
Employee	1		Employee	9	
Student / Student	3		Housewife	1	
Age 26 - 50 Years	17	12.32%	Student / Student	5	
Employee	14		Age 26 - 50 Years	60	43.48%
Businessman	3		Employee	32	
Age > 50 Years	9	6.52%	Housewife	19	
Employee	6		Businessman	9	
Businessman	2		Age > 50 Years	33	23.91%
Pension	1		Employee	14	
			Housewife	15	
Total (Lk and Pr)	138	100.00%	Businessman	4	

Outer Model Measurement

The measurement of the outer model describes the latent variable constituent indicators used in the study. The outer model is measured to test its validity and reliability. In testing the validity of the Convergent validity and Discriminant validity methods can be used (average variance extracted through correlation techniques, Fornell lacker criterion, and cross loading). While in reliability testing, it can be used by measuring Composite reliability and Cronbach's alpha.

Validity test

Convergent Validity

According to Chin (Ghozali, 2014), an indicator is stated to have good validation if the value is > 0.70, while it is considered good enough if the loading factor value is 0.50 to 0.60 and if there is a loading factor the value is <0.60 then it will be dropped of models.

Table 2. Outer loading Matrix

	Price	Service quality	Consumer Trust	Buying decision
H1	0.769			
H2	0.772			
H3	0.871			
H4	0.875			

	Price	Service quality	Consumer Trust	Buying decision
KL1		0.874		
KL2		0.868		
KL3		0.880		
KL4		0.841		
KK1			0.873	
KK2			0.896	
KK3			0.857	
KK4			0.888	
Opel				0.736
KPe2				0.873
KPE3				0.858
KPE4				0.874
KPe5				0.715

Based on the data in Table 2, it can be seen that all indicators are perfectly extracted and have a loading factor value of > 0.7 . This shows that the indicators used can explain the construct well.

Discriminate Validity

Discriminant validation is carried out to ensure that the observed variable correlation relationship with the construct is higher than with other constructs (Hair et al., 2014). The loading factor value indicates the variable correlation relationship. The following measurements can identify the discriminate validity method:

AVE (Average Variance Extracted)

Discriminate validity can be used to measure the validity level of latent variables. The following is an analysis of the research results of AVE data:

Table 3. AVE Analysis Data

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average Variance Extracted (AVE)
Price	0.842	0.864	0.893	0.678
Service quality	0.889	0.896	0.923	0.749
Consumer Trust	0.902	0.903	0.931	0.772
Buying decision	0.871	0.883	0.907	0.663

Based on the data in Table 3, it can be seen that all variables are valid because they have an AVE > 0.5

Fornell Larcker Criterion

The Fornell-Larcker criterion is a discriminant validity test based on Fornell-Larcker calculations (Ramadhina & Frianto, 2023). Similar to the correlation technique, the Fornell criterion calculation compares the relationship between the two latent variables using the Fornell Larcker calculation with the square root of the average variance extracted. Following are the results of the analysis of discriminant validity testing with the Fornell Larcker criterion.

Table 4. Data analysis of the Fornell Larcker Criterion test.

	Price	Consumer Trust	Buying decision	Service quality
Price	0.823			
Consumer Trust	0.736	0.879		
Buying decision	0.637	0.755	0.814	
Service quality	0.770	0.746	0.637	0.886

Based on the data in Table 4, it can be seen that all variables are valid because the AVE square root value of each variable is greater than the correlation value of the other variables.

Cross loading

The cross-loading value of the construct measurement indicates the discriminant Validity measurement model. The cross-loading value shows the correlation between each construct and its indicators and indicators from other constructs. If the correlation between the constructs and the indicators is greater than between the indicators and the other constructs, it is said to have good discriminant validity. The following are the results of the cross-loading value of this study.

Table 5. Cross-loading analysis data

	Price	Service quality	Consumer Trust	Buying decision
H1	0.769	0.476	0.539	0.453
H2	0.772	0.489	0.476	0.460
H3	0.871	0.620	0.649	0.575
H4	0.875	0.684	0.717	0.586
KL1	0.699	0.874	0.686	0.536
KL2	0.642	0.868	0.590	0.525
KL3	0.563	0.880	0.713	0.598
KL4	0.514	0.841	0.573	0.540
KK1	0.636	0.713	0.873	0.680
KK2	0.692	0.654	0.896	0.670
KK3	0.621	0.585	0.857	0.647
KK4	0.635	0.666	0.888	0.657
kpe1	0.393	0.419	0.519	0.736
KPe2	0.580	0.553	0.655	0.873
KPE3	0.545	0.554	0.656	0.858
KPE4	0.592	0.563	0.688	0.874
KPe5	0.455	0.490	0.536	0.715

Based on the data in Table 5, it can be seen that all indicators are valid because the loading value of the construct is greater than the loading value of the construct to the others.

Reliability Test

The reliability test is carried out to measure the internal consistency of a measuring instrument. Reliability shows a measuring instrument's accuracy (accuracy) and consistency. High reliability describes the reliability of the latent variables in the construct. Reliability test conducted by Cronbach's Alpha and Composite Reliability (CR). Research data obtained as follows:

Table 6. Composite Reliability and Cronbach's alpha

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average Variance Extracted (AVE)
Price	0.842	0.864	0.893	0.678
Service quality	0.889	0.896	0.923	0.749
Consumer Trust	0.902	0.903	0.931	0.772
Buying decision	0.871	0.883	0.907	0.663

Based on the data in Table 6, all reliable variables are valid because the CR value is > 0.7 or the Cronbach's alpha value is > 0.6 .

Inner Model Measurement

The measurement of the inner model is to analyze the relationship between exogenous and endogenous variables, which are described in a conceptual framework (Marliana, 2020). Development of an inner model based on concepts and theories.

From the measurement results of the researchers, the Path Coefficient Matrix data was obtained as follows:

Table 7. Path Coefficient Matrix

	Price	Service quality	Consumer Trust	Buying decision
Price			0.418	
Service Quality			0.453	
Consumer Trust				0.755
Buying decision				

Based on the data in Table 7, it can be seen that:

Consumer Trust = 0.418 (Price) + 0.453 (Quality of service)

Purchase Decision = 0.755 (Consumer Trust)

Inner model analysis can be done using the R-Square, Q-Square, and VIF indicators (Variance Inflation Factor) with explanations and results as follows:

R-Square value (R²)

R-Square (R²) indicates how much the independent variable can explain the dependent variable, whose value ranges from zero to one. Suppose the value of R² is close to number one. In that case, it means that the independent variable can properly explain all the information needed to predict the variation of the dependent variable. Moreover, vice versa, if the value of R² is close to zero, it indicates that the ability of the independent variable to predict variations in the dependent variable is increasingly limited. The R² value of the research results can be seen as follows:

Table 8. R-Square

	R-square
Consumer Trust	0.646
Buying decision	0.570

The R² value of the consumer trust variable is 0.646, which indicates that the effect of the price and service quality variables on consumer trust is 64.6%. The R² value of the purchasing decision variable is 0.570. which indicates that the influence of consumer trust variables on customer decisions is 57.0%.

-Square value (Q²)

-Square value (Q²) was obtained using the blindfolding analysis method. Q² can explain the predictive relationship between the dependent and independent variables. The threshold value for the Q² test is 0.35 with a large effect, 0.15 with a moderate effect, and 0.02 with a small effect. Following are the results of the Q-Square in the study:

Table 9. Value Q² predictive relevance

	Q ² predicts	RSME	MAE
Consumer Trust	0.622	0.636	0.476
Buying decision	0.448	0.764	0.566

Based on the data in Table 9, Value Q2, the endogenous latent variable of consumer trust is 0.622. The endogenous variable of the purchase decision is 0.448, the value of Q2; the two endogenous latent variables are > 0 ; it is stated that the model already has predictive relevance.

Variance Inflation Factor (VIF)

VIF is an indicator that can see the symptoms of multicollinearity of the independent and dependent variables (Anwar & Satrio, 2015). The multivariate assumption requires that there is no multicollinearity between the independent variables. The VIF value that can explain that the independent variable does not have multicollinearity symptoms is $VIF < 5$. Following are the results of the VIF test in this study.

Table 10. VIF Test Results

	VIF
Price -> Consumer Confidence	1961
Service Quality -> Consumer Trust	1961
Consumer Confidence -> Purchase Decision	1,000

Based on the data in Table 10, there is no multicollinearity problem because the VIF value < 5

Hypothesis testing

Hypothesis testing is shown by the *original sample value* (O) with the aim that the direction of the relationship between variables can be known. The *t-statistics* (T) and *p-values* (P) indicate the significance level of the relationship between variables. The relationship between variables is declared positive if the *original sample value* leads to a positive number of one (+1). The relationship between variables is declared negative if the *original sample value* leads to a number close to a negative one (-1) (Hair Jr. et al., 2017). The variable relationship has a positive and significant effect if the *t-statistics* > 1.96 or the *p-value* is smaller than the standard significance. The hypothesis test data for the direct variable relationship are as follows:

Table 11. Direct variable hypothesis test data

	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P Values
Price -> Consumer Confidence	0.418	0.420	0.110	3,795	0.000
Service Quality -> Consumer Trust	0.453	0.451	0.102	4,424	0.000
Consumer Confidence -> Purchase Decision	0.755	0.753	0.063	12043	0.000

Based on the data in Table 11, it can be seen that:

- t statistics value is $3.795 > 1.96$, and the p-value is $0.000 < 0.05$, which means that the price variable positively impacts consumer confidence. Hypothesis – 1 (H1): Price positively impacts consumer confidence in buying drugs at pharmacies, acceptable.
- t statistics value is $4.424 > 1.96$, and the p-value is $0.000 < 0.05$; it is stated that the service quality variable has a positive, significant impact on consumer confidence. Hypothesis-2 (H2): Service quality positively and significantly impacts consumer confidence in buying drugs at pharmacies acceptable.
- t statistics value is $2.043 > 1.96$, and the p-value is $0.000 < 0.05$; it is stated that the variable consumer trust has a positive, significant impact on purchasing decisions. Hypothesis-3 (H3):

Consumer trust positively and significantly impacts drug purchasing decisions at pharmacies, acceptable.

The data for testing the hypothesis of the indirect (mediation) variable relationship are as follows.

Table 12. The results of testing the mediating variable hypothesis

	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P Values
Price -> Consumer Confidence -> Purchase Decision	0.316	0.317	0.089	3,543	0.000
Quality of Service -> Consumer Trust -> Purchase Decision	0.342	0.340	0.086	4,004	0.000

Based on the data in Table 12, it can be seen that:

t statistics value is $3.543 > 1.96$, and the p-value is $0.000 < 0.05$, so it is stated that the price variable has a positive impact, significantly mediated by consumer confidence in purchasing decisions. (H4): Consumer trust mediates prices so that a positive and significant impact on pharmacy drug purchasing decisions is acceptable.

t statistics value is $4.004 > 1.96$, and the p-value is $0.000 < 0.05$. so that the service quality variable has a positive impact, significantly mediated by consumer confidence in purchasing decisions. (H5): Consumer trust mediates service quality so that a positive and significant impact on pharmacy drug purchasing decisions is acceptable.

CONCLUSION

The conclusions from the results of this study are as follows: 1) Price has a positive and significant impact on consumer confidence. That is, the price consumers pay to buy drug products is felt to follow the expected quality and benefits. Hence, consumers tend to try or buy the drug product again. 2) Service quality has a positive and significant impact on consumer confidence. That is, with the increase in the quality of service provided by the pharmacy to its customers, consumer confidence will continue to increase, and the lower the quality of service provided to customers by the pharmacy, the lower the level of consumer confidence. Consumers who believe in a pharmacy's guarantee of good quality service will become loyal customers, and even these consumers will recommend other people about this. 3) Consumer trust has a positive and significant impact on purchasing decisions. That is, the higher consumer trust in a pharmacy, the easier it will be for consumers to decide to buy drugs at a pharmacy. Likewise, conversely, the lower consumer trust in a pharmacy, the more difficult it is for consumers to decide to buy drugs at that pharmacy. 4) Consumer trust mediates prices so that it has a positive and significant impact on drug purchasing decisions at pharmacies. This means that prices that are affordable and supported by consumer confidence in the benefits of drugs that can provide faster healing will make it easier for consumers to decide to buy at the pharmacy. 5) Consumer trust mediates service quality so that it has a positive and significant impact on drug purchasing decisions at pharmacies. This means that good service quality and supported by consumer confidence in promises and commitments, as well as product quality assurance, will make it easier for consumers to decide to buy at the pharmacy.

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