



CONSUMER BEHAVIOR IN MEDICINE PURCHASE AND ITS IMPLICATIONS FOR MARKETING STRATEGY FORMULATION: A CASE STUDY OF APOTEK VASKO

MUTIARA KHALISA



STUDY PROGRAM OF BUSINESS
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K1401201842

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ABSTRACT

MUTIARA KHALISA. Consumer Behavior in Medicine Purchase and Its Implications for Marketing Strategy Formulation: A Case Study of Apotek Vasko. Supervised by HARTOYO and KHAIRIYAH KAMILAH.

The increasing public awareness of health issues compels pharmacies to develop appropriate marketing strategies to enhance consumer purchase decisions. This study aims to analyze the influence of service quality, 4P marketing mix, and digital services on consumer purchase decisions at Vasko Pharmacy in Bekasi. Data were collected through an online questionnaire using purposive sampling of 134 respondents and analyzed with Structural Equation Modeling–Partial Least Square (SEM-PLS). The results show that all independent variables significantly influence purchase decisions, with service quality being the most dominant factor. Emphaty and responsiveness dimensions play a crucial role, while digital services such as WhatsApp ordering have been adopted but are not yet optimized. Promotional strategies need further improvement despite showing positive trends. These findings provide practical implications for Vasko Pharmacy to enhance service quality, increase promotional efforts, and develop an integrated digital system to improve customer satisfaction and loyalty.

Keywords: digital service, marketing mix, marketing strategy, purchase decision, service quality

ABSTRAK

MUTIARA KHALISA. Perilaku Pembelian Obat dan Implikasi Penyusunan Strategi Pemasaran: Kasus Apotek Vasko. Dibimbing oleh HARTOYO dan KHAIRIYAH KAMILAH.

Meningkatnya kesadaran masyarakat terhadap kesehatan mendorong apotek untuk menyusun strategi pemasaran yang tepat guna meningkatkan keputusan pembelian konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan, marketing mix 4P, dan layanan digital terhadap keputusan pembelian konsumen di Apotek Vasko, Bekasi. Data dikumpulkan melalui kuesioner daring dengan teknik purposive sampling kepada 134 responden, dan dianalisis menggunakan metode Structural Equation Modeling–Partial Least Square (SEM-PLS). Hasil penelitian menunjukkan bahwa ketiga variabel independen memiliki pengaruh signifikan terhadap keputusan pembelian, dengan kualitas layanan menjadi faktor paling dominan. Aspek kepedulian dan kesigapan dalam pelayanan menjadi penentu utama, sementara layanan digital seperti pemesanan via WhatsApp mulai diadopsi namun belum optimal. Strategi promosi masih perlu ditingkatkan meskipun sudah menunjukkan tren positif. Temuan ini memberikan implikasi praktis bagi Apotek Vasko untuk memperkuat kualitas layanan, meningkatkan aktivitas promosi, serta mengembangkan sistem digital yang terintegrasi guna meningkatkan kepuasan dan loyalitas pelanggan.

Kata kunci: keputusan pembelian, kualitas layanan, layanan digital, marketing mix, strategi pemasaran



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CONSUMER BEHAVIOR IN MEDICINE PURCHASE AND ITS IMPLICATIONS FOR MARKETING STRATEGY FORMULATION: A CASE STUDY OF APOTEK VASKO

MUTIARA KHALISA

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Undergraduate Thesis Examination Committee:

1. Anita Primaswari Widhiani, S.P., M.Si.
2. Sendy Watazawwadu'Ilmi, S.E., M.M.

Title of Thesis: Consumer Behavior in Medicine Purchase and Its Implications for
Marketing Strategy Formulation: A Case Study of Apotek Vasko

Name : Mutiara Khalisa
Student ID : K1401201842

Approved by

First Supervisor:
Prof. Dr. Ir. Hartoyo, M.Sc.



Second Supervisor:
Khairiyah Kamilah, S.E., M.Si.



Acknowledged by

Head of Undergraduate Program:
Dr. Siti Jahroh, B.Sc., M.Sc.
NIP.197711262008122001



Examination Date:
26th August 2025

Graduation Date:



FOREWORD

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Bogor, September 2025

Mutiara Khalisa

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