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The Impact of Price, Service Quality, and Customer Satisfaction on Customer Loyalty in Pharmaceutical Retail

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Abstract

This study aims to analyze the influence of price, service quality, and customer satisfaction on customer loyalty at Apotek Kamboja Sumenep. Previous studies have shown inconsistent findings regarding the influence of service quality on loyalty, creating a research gap, especially in the retail pharmacy sector in Madura. This research employs a quantitative causal approach. The population is unknown, and a sample of 100 respondents was determined using the Lemeshow formula through accidental sampling. Data were collected using a 5-point Likert scale questionnaire and analyzed using multiple linear regression with SPSS. The results indicate that price, service quality, and customer satisfaction simultaneously have a significant effect on customer loyalty (F=12.748F=12.748; Sig.=0.000Sig.=0.000). Partially, price has a positive and significant effect on customer loyalty (t=2.597t=2.597; Sig.=0.011Sig.=0.011), customer satisfaction has a positive and significant effect on customer loyalty (t=3.162t=3.162; Sig.=0.002Sig.=0.002), while service quality does not have a significant effect on customer loyalty (t=0.709t=0.709; Sig.=0.480Sig.=0.480). Customer satisfaction is the most dominant variable influencing customer loyalty (Beta = 0.330).

Keywords: Price, Service Quality, Customer Satisfaction, Customer Loyalty, Multiple Linear Regression

INTRODUCTION

The retail pharmacy industry in Indonesia has experienced significant growth along with increasing public awareness of health. In an increasingly competitive market, pharmacies are required to provide complete products and build long-term relationships with customers. Kotler et al. (2021) define customer loyalty as a deep commitment to consistently repurchase a preferred product or service in the future, reflected through

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repurchase intentions, willingness to recommend, preference for the company, and commitment to maintaining the relationship.

The formation of customer loyalty is influenced by various factors, including price. Price is the customer's perception of the sacrifices that must be made to obtain a product or service compared to the benefits received (Dam & Dam, 2021). Furthermore, service quality also plays a crucial role. Lupiyoadi (2018) explains that service quality is the overall characteristics of service that can meet customer expectations. Another important factor is customer satisfaction. Tjiptono (2019) defines customer satisfaction as the feeling of pleasure or disappointment that arises after comparing the performance of a product or service received with expectations.

Field observations at Apotek Kamboja Sumenep indicate that the monthly sales target of Rp300,000,000 is only realized between 66.7% and 80% (Rp200,000,000-Rp240,000,000) per month. Additionally, there is an absence of a consistent repeat-purchase customer group, indicating that customer loyalty is still not optimal. This phenomenon is critical considering the increasingly tight competition in the pharmacy retail industry in Sumenep, with the emergence of new pharmacies offering competitive prices and more modern services.

Previous research on the relationship between price, service quality, customer satisfaction, and loyalty shows inconsistent results. Kiram Habib and Rayhan Adhitya (2023) found that these three variables affect loyalty, while W. R. B. Wijaya et al. (2023) found that service quality did not significantly affect satisfaction. This inconsistency serves as a research gap that requires further testing in a different context. This study offers novelty by simultaneously examining these variables in the context of a pharmacy in Sumenep, Madura, an area that is rarely studied, using recent measurement indicators.

Based on the background, the objectives of this study are: (1) to analyze the simultaneous effect of price, service quality, and customer satisfaction on customer loyalty; (2) to analyze the effect of price on customer loyalty; (3) to analyze the effect of service quality on customer loyalty; and (4) to analyze the effect of customer satisfaction on customer loyalty at Apotek Kamboja Sumenep.

LITERATURE REVIEW

The grand theory underlying this research is the services marketing theory from Kotler and Keller (2016) and Tjiptono (2019), combined with the hierarchical model of loyalty from Oliver (2014). This model explains that loyalty is formed through a psychological process starting from the cognitive stage (belief in product superiority), developing to the affective stage (positive emotional feelings or satisfaction), then to the conative stage (intention to repurchase), and ending in the action stage (consistent purchasing behavior).

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Customer loyalty is a deep commitment to repurchase a product or service consistently in the future (Kotler et al., 2021). Indicators of loyalty include repurchase intention, willingness to recommend, customer preference, and customer commitment. Price is the customer's perception of the sacrifices made to obtain a product or service (Dam & Dam, 2021). Schiffman and Wisenblit (2019) state that price is often used as an indicator of quality. Indicators of price include price affordability, price fairness, price-quality congruence, and value for money.

Service quality is the company's ability to meet or exceed customer expectations (Kotler & Keller, 2016). Indicators of service quality include tangibles, reliability, responsiveness, assurance, and empathy (Lupiyoadi, 2018; Zeithaml et al., 2018). Customer satisfaction is the level of a person's feelings after comparing perceived performance with expectations (Kotler & Keller, 2016). Indicators of satisfaction include conformity to expectations, interest in revisiting, willingness to recommend, and overall satisfaction (Tjiptono, 2019).

Based on the theoretical framework, the hypotheses proposed in this study are:

H1: Price, service quality, and customer satisfaction simultaneously have a significant effect on customer loyalty at Apotek Kamboja Sumenep.

H2: Price has a significant effect on customer loyalty at Apotek Kamboja Sumenep.

H3: Service quality has a significant effect on customer loyalty at Apotek Kamboja Sumenep.

H4: Customer satisfaction has a significant effect on customer loyalty at Apotek Kamboja Sumenep.

RESEARCH METHOD

This research employs a quantitative approach with an associative-causal design. The population in this study consists of customers of Apotek Kamboja Sumenep, with an unknown population size. The sample size was determined using the Lemeshow formula, resulting in a minimum requirement of 96.04 respondents, which was then rounded up to 100 respondents to anticipate incomplete data. The sampling technique used is non-probability sampling with accidental sampling.

Primary data were collected through a questionnaire using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Prior to hypothesis testing, the instrument was tested for validity and reliability. The validity test showed that all item correlation values (r-count) were greater than the r-table (0.2200), and the reliability test showed Cronbach's Alpha values for Price (0.879), Service Quality (0.888), Customer Satisfaction (0.935), and Customer Loyalty (0.959), all exceeding the 0.60 threshold, confirming the instrument is valid and reliable.

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The data analysis technique used is multiple linear regression with the assistance of SPSS software. The analysis stages include classical assumption tests (normality, multicollinearity, heteroscedasticity), and hypothesis testing through simultaneous F-tests, partial t-tests, and the coefficient of determination (R2).

RESULT

The classical assumption tests indicate that the regression model meets the required criteria. The multicollinearity test shows Tolerance values > 0.10 and VIF < 10.00 for all independent variables, indicating no multicollinearity. The heteroscedasticity test using the Glejser test shows significance values of 0.081 for price, 0.870 for service quality, and 0.247 for customer satisfaction (all > 0.05), meaning no heteroscedasticity occurs. The normality test shows an Asymp. Sig. of 0.007, which is slightly below 0.05; however, based on the visual analysis of the histogram and Normal P-P Plot, the residual distribution approaches normality. Supported by the Central Limit Theorem with n = 100, the regression analysis remains robust.

The multiple linear regression equation obtained is: Y=6.280+0.386X1+0.062X2+0.321X3+e. The hypothesis testing results, including simultaneous (F-test), partial (t-test), and coefficient of determination, are summarized in Table 1.

Table 1. Multiple Linear Regression Analysis Results

Analysis Type	Variable / Model	Coefficient (B)	Beta	t-statistic / F-statistic	Sig.
Partial (t-test)	(Constant)	6.280	-	1.100	0.274
	Price (X1)	0.386	0.270	2.597	0.011
	Service Quality (X2)	0.062	0.062	0.709	0.480
	Customer Satisfaction (X3)	0.321	0.330	3.162	0.002
Simultaneous (F-test)	X1, X2, X3 → Y	-	-	12.748	0.000
Model Summary	R = 0.534; R Square = 0.285	-	-	-	-

The simultaneous hypothesis test (F-test) yields an F value of 12.748 with a significance of 0.000 (< 0.05). Thus, H1 is accepted, meaning price, service quality, and customer satisfaction simultaneously have a significant effect on customer loyalty. The coefficient of determination test shows an R2 value of 0.285, indicating that 28.5% of the

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variance in customer loyalty can be explained by the three independent variables, while the remaining 71.5% is explained by other variables not examined in this study.

The partial hypothesis test (t-test) shows that for price (X1), the t value is 2.597 with a significance of 0.011 (< 0.05), so H2 is accepted. For service quality (X2), the t value is 0.709 with a significance of 0.480 (> 0.05), so H3 is rejected. For customer satisfaction (X3), the t value is 3.162 with a significance of 0.002 (< 0.05), so H4 is accepted. Based on the Standardized Coefficients Beta, customer satisfaction has the largest value (0.330), followed by price (0.270) and service quality (0.062), indicating that customer satisfaction is the most dominant variable.

DISCUSSION

The finding that price, service quality, and customer satisfaction simultaneously have a significant effect on customer loyalty confirms that these three variables together contribute to shaping customer commitment. This is consistent with studies by Kiram Habib and Rayhan Adhitya (2023) and Taufiq et al. (2025). However, the discrepancy between the high overall satisfaction and the low interest in revisiting indicates that pharmacies need to create added value that differentiates them from competitors.

Price is proven to have a positive and significant effect on customer loyalty. Customers highly appreciate the congruence between price and product quality and the value for money. However, price affordability is the lowest indicator. In the context of the diverse economy in Sumenep, unequal price affordability perceptions create a gap between purchasing power and set prices. This aligns with the perceived value theory (Schiffman & Wisenblit, 2019), which emphasizes that perceived fairness and value determine consumer behavior more than the nominal price itself.

Service quality does not have a significant effect on customer loyalty. This finding contrasts with the majority of previous studies in the service sector (Rahman Andi, 2024; Arista et al., 2024) but aligns with W. R. B. Wijaya et al. (2023). This is because medicines are functional and critical products, making customers more outcome-oriented (product availability and accuracy) than process-oriented (interaction). Furthermore, adapting Herzberg's two-factor theory to service marketing, service quality acts as a hygiene factor. Good service is considered a minimum standard; its presence prevents dissatisfaction but does not automatically drive loyalty. The characteristics of respondents, who are predominantly highly educated and older, also influence this; they tend to be rational, critical, and prioritize product certainty over personal interaction.

Customer satisfaction is the most dominant variable affecting customer loyalty. This confirms the services marketing theory (Kotler & Keller, 2016; Tjiptono, 2019) which places satisfaction as a prerequisite for loyalty. Based on the hierarchical model of loyalty (Oliver, 2014), a strong affective phase (feeling satisfied) is the psychological foundation

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that changes a customer from a mere buyer into a loyal supporter. When customer expectations are met or exceeded, the resulting satisfaction becomes very strong and has a direct impact on loyalty, making it the main priority in the pharmacy's operational and marketing strategy.

CONCLUSION

Price, service quality, and customer satisfaction simultaneously have a significant effect on customer loyalty at Apotek Kamboja Sumenep. Partially, price has a positive and significant effect on customer loyalty, and customer satisfaction has a positive and significant effect with the most dominant contribution. Meanwhile, service quality does not have a significant effect on customer loyalty.

Theoretically, this study confirms that the effect of service quality on loyalty is contextual. In the functional retail pharmacy sector, customers prioritize product availability and price over service interaction. Practically, management should focus on maintaining competitive pricing through inclusive strategies such as loyalty programs and price transparency. Furthermore, although service quality is not statistically significant, improving physical evidence (cleanliness, comfort, and drug availability) remains necessary as a long-term strategy. The main priority should be given to maintaining and enhancing customer satisfaction through responsive complaint handling and consistent service. Limitations of this study include the cross-sectional design, single research object, and accidental sampling technique. Future research is recommended to use a longitudinal approach, expand the research object to multiple pharmacies, and consider other variables such as location, promotion, and brand image.

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