

THE FACTORS OF CONSUMER BEHAVIOR IN DECIDING TO BUY SANMOL SYRUP DRUG AT SIMPANG EMPAT PHARMACY PALEMBANG

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Abstract : The purpose of this study was to determine the factors that influence the decision to buy Sanmol Syrup at the Simpang Empat Palembang Pharmacy. The sample size taken was 59 samples. The sampling technique used was an accidental sample, namely, where the respondents who were taken were samples that happened to meet the researcher when buying Sanmol Syrup. Data collection was carried out by distributing questionnaires using a 5-point Likert scale to measure 27 statement items. The analysis technique used simple linear regression analysis. The results show there is a cultural influence on purchasing decisions, there is a social influence on purchasing decisions, there is a psychological influence on purchasing decisions,

Keywords: Culture, Social, Psychology of purchasing decisions

INTRODUCTION

According to (Health Ministry, 2020), the health industry sector is one of the sector that has the greatest potential in Indonesia. High population growth and increased social welfare have resulted in higher demand for and health services in Indonesia. The following lists the potential and challenges of the health industry sector in Indonesia: business potential in the health industry sector, high population growth: with a population of more than 270 million people, Indonesia has a large market for healthcare and services.

Business challenges in the health industry sector, complex regulations: complex and changing regulations are still a challenge in developing business in the health industry sector in Indonesia. The lack of health infrastructure in several regions in Indonesia, such as limited health facilities, poor accessibility, and inadequate service quality, it become a challenge in developing business in this sector. The limited number of qualified and trained medical personnel in several regions in Indonesia has also become a challenge in developing business in the health industry sector.

Part of the health sector is the drug trade in Indonesia, which is one of the business sectors that has very tight competition. This is caused by the many pharmaceutical companies operating in Indonesia. Under these conditions, every company must be able to demonstrate its superiority in competing in this competitive market (<https://gpfarmasi.or.id>, 2022). One of the important factors in business competition in the pharmaceutical sector is the quality of medicines. Pharmaceutical companies must ensure that what they sell meets the quality standards set by the government. This quality will be one of the main determinants for consumers in choosing the drugs they will be willing to use (BPOM, 2020). Besides quality, price is also an important factor in business competition in the pharmaceutical sector. Pharmaceutical companies must be able to offer competitive prices in order to compete in this tight market. In addition, pharmaceutical companies must also consider production and distribution costs in order to determine the right and profitable price for the company (BPOM, 2020) Sanmol consists of Sanmol syrup and tablet. A similar type of drug with sanmol Tempura syrup, Fasidol syrup and Paracetamol generic.

The pharmacy is a place that sells medicines and medical devices. The development of pharmacies in Indonesia has been quite significant since the Dutch colonial era to the present. At first, pharmacies could only be found in big cities and only sold medicines imported from Europe. After Indonesia freed itself, the government began to develop the pharmaceutical

industry to produce quality and affordable medicines for the community (BPS, 2017). According to data from the Central Statistics Agency, in 2017 there were around 49,089 pharmacies throughout Indonesia. This number has increased quite significantly when compared to 2013, when there were only around 39,000 pharmacies. This indicates that the public's demand for medicines is increasing and provides opportunities for the pharmaceutical industry to continue to develop.

The development of pharmacies in Indonesia has also opened up business opportunities for the community. Many pharmacies have been established by small and medium-sized entrepreneurs who create jobs and contribute to the national economy. In its history, the pharmacy is a very important place for the community. During the colonial period, the pharmacy was the only place that sold medicines with guaranteed quality and safety. Until now, pharmacies remain an important place for the community to meet their health needs (<https://www.rohto.co.id/nelws/history-of-apothelcary-in-indonelsia>, 2020).

The common problems faced by pharmacies are also very decisive for the success of the business in establishing a pharmacy. So that the problem includes the distance between the pharmacy and the professional pharmacy services, in this case it arises when a buyer visits a pharmacy who wants to travel a very long distance so that a buyer experiences delays in traveling, as well as with the professional services of this pharmacy, it is very crucial for consumers how services provided by the pharmacy when buying at the pharmacy, so that with professional service, there will be comfort for buyers when buying at the Telrselbut Pharmacy (Sonitelhel Gela, 2021).

The COVID-19 pandemic has changed the lifestyle and habits of consumers around the world, including in the health sector. Increasing awareness of health and fitness, the pharmacy business has become one of the sectors that has experienced growth during the pandemic and is facing significant challenges (Forbels, 2021). Pandemi has changed consumer habits in buying and receiving health services. Many consumers are switching to online platforms to buy healthcare and telemedicine services. This can affect the sales and marketing strategy of the pharmacy (Forbels, 2021).

Palembang City is one of the cities that has been affected by the impact of Covid-19, including the pharmacy business. One area that is quite well known is Lemabang. Lemabang is one of the economic centers in the city of Palembang which consists of 3 sub-districts, namely: Ilir Timur Dua, Kalidoni and Sematang Borang. In the Lemabang area, there is a large, well-known factory, namely PT. Pupuk Sriwidjaja and Telkomsel as well as the Boom Baru Port, as the arteries of water transportation, which connect to and from the city of Palembang. One of the biggest pharmacies in Lemabang is the Simpang Empat Palembang Pharmacy which cannot be avoided from the impact of Covid-19. The annual turnover of the Simpang Empat Palembang Pharmacy is reduced by up to 26% compared to the turnover during the pre-covid-19 condition. This situation continued until after the end of the Covid-19 period, the pandemi. Even though sales of Sanmol syrup have increased which has caused it to become one of the relievers for Covid-19 symptoms, this cannot cover sales of other drugs which have dropped very sharply.

According to data from IQVIA, a company that provides information and analysis on the drug market, Sanmol's sales have experienced a significant increase during the pandemic. In March 2020, when the pandemic had just started in Indonesia, Sanmol sales increased by over 82% compared to the previous month. This increase in sales continued until the end of the year, with total sales of Sanmol reaching Rp. 1.4 trillion in 2020. Sales of Sanmol have also increased in various regions in Indonesia. Based on data from IQVIA, sales of Sanmol were highest in Jakarta, followed by Surabaya, Bandung, Semarang and Makassar.

The increase in sales of Sanmol during Pandemi can be caused by a number of factors, including: Fever is one of the common symptoms of COVID-19. Therefore, people who experience symptoms of fever often looking for antipyretic drugs such as Sanmol. During the

pandemic, access to doctors was limited because there were many hospitals and clinics treating COVID-19 patients. Therefore, people prefer to buy antipyretics such as Sanmol at the pharmacy rather than visiting a doctor. Many medical professionals recommend taking febrifuge medications in the right doses to help the body fight infection. People who want to improve the body's immune system tend to look for fever-reducing drugs such as Sanmol (IQVIA, 2021).

Table 1. Sales of Sanmol Syrup (unit/bottle)

| | Sanmol syrup | Tempura syrup | Fasidol syrup | Paraceltamol syrup |
|------|--------------|---------------|---------------|--------------------|
| 2019 | 624 | 154 | 226 | 372 |
| 2020 | 940 | 207 | 304 | 420 |
| 2021 | 932 | 216 | 298 | 412 |
| 2022 | 412 | 102 | 65 | 72 |
| 2023 | 172 | 42 | 21 | 52 |

First quarter data, 2023

Source: Data of Simpang Empat Palembang Pharmacy, 2023

The Simpang Empat Palembang Pharmacy is one of the largest pharmacies in Lemabang, Palembang. In addition to the completeness and variety of types of drugs being sold, there is also a psychological factor, the community has known and been close to the owners of the pharmacy, who are known to be very friendly and help the local people a lot, so that many consumers are very loyal. From the results of observation and interview with pharmacy consumers, the writer wants to explore more about the success of the Simpang Empat Palembang Pharmacy in maintaining consumers even during the Covid-19 pandemic.

The Simpang Empat Palembang Pharmacy was used for research because this pharmacy has been established for more than 30 years, the parking area is relatively selective, the pharmacy provides drug delivery services to patients' homes, also serving orders via telephone/whatsapp. On this basis, researchers want to see and assess how far this pharmacy can develop in the future by studying the factors that influence purchasing decisions.

According to Kotler (2011): "Factors that influence consumer behavior are cultural, social, personal, and psychological factors. Some of these factors are not paid attention to by marketers, but the actual ones must be taken into account to find out to what extent these consumer behavior factors affect consumer purchases.

In the previous research conducted by (Rakasyifa & Mukti, 2020), it was shown that partially/separately psychological factors and significant influencing factors and the factors tested simultaneously/simultaneously yielded 54.4% results on the decision to purchase vegetables and fruits in online retail. This differs from research (Mudawaroch & Rinawidiastuti, 2020), which results that social factors and consumer behavior do not have a significant effect on decisions.

Based on this phenomenon, the researcher wants to conduct research by raising the factors that influence consumers to decide to buy Sanmol syrup at the Simpang Empat Palembang Pharmacy. The main objective of this research is to find out what factors can influence consumer behavior in making purchasing decisions. The impact of Covid-19 will certainly change behavior so that there is a decrease in turnover at the Simpang Empat Palembang Pharmacy.

METHODS

The population in this research is consumers who purchase Sanmol Syrup at the Simpang Empat Palembang Pharmacy. Sampling for this study used the accidental sampling method where the target respondents were consumers who purchased Sanmol syrup at the Simpang Empat Palembang Pharmacy.

The variables of this research consist of one dependent variable (dependent variable), namely purchase decision and three independent variables (independent variable), namely cultural factors, social factors and psychological factors.

Qualitative data and quantitative data are used in this research. Qualitative data, namely data obtained not in the form of numbers or in the form of descriptions of words to complete the discussion (Sugiyono, 2016) for quantitative data, namely the data used in the form of numbers or measurements of various data, population numbers, and questionnaire data results. Research data is sourced from primary and secondary data. Primary data, data obtained directly from the respondent and secondary data, data obtained from other sources that support this research were obtained not by the first researcher but by other data sources (Sugiyono, 2016). For data collection techniques by conducting literature studies, questionnaires, observations, and documentation.

This research uses multiple regression analysis which aims to determine the effect of two independent variables on the dependent variable. Where this research looks for the influence of cultural factors (X_1), social factors (X_2) and psychological factors (X_3) as independent variables, with purchase decision (Y) as various dependent variables, both partially and simultaneously. This research method uses the partial regression model which is used for analysis or testing of the research hypothesis with the aim of knowing the effect or relationship of independent and delpelling variables, where one of the independent variables is controlled (set fixed).

RESULTS AND DISCUSSION

The influence of culture on purchasing decisions

The model of cultural relations to purchasing decisions is expressed in the form of the relation equation $Y = 3.451 + 0.198X_1$. Based on the significance test of the cultural variable on the decision to buy sanmol drug at the Simpang Empat Palembang Pharmacy, it was obtained t count $2.271 > t$ table 2.001 where the value of t count was greater than t table 1 and a significance value of 0.027 was less than 0.05 , then H_{01} was accepted so that there was an influence of culture on decision making buy sanmol medicine at the Simpang Empat Palembang Pharmacy.

Tabel 2. Cultural coefficiency on buying decisions

| | Unstandardizeld CoefficieInts | | Standardizeld CoefficieInts | | |
|----------------|-------------------------------|-------------|-----------------------------|-------|-------|
| | B | Std. Elrror | Belta | t | Sig. |
| (Constant) | 3.451 | 0.346 | | 9.974 | 0.000 |
| Culture factor | 0.198 | 0.087 | 0.288 | 2.271 | 0.027 |

Source : Processed data 2023

To find out how much influence the independent variables have on the dependent variables partially, it can be seen in the model summary results. The summary test results show the value of R which is a symbol of the correlation coefficient value. At values above the correlation value is 0.083 . This value can be interpreted that the relationship between the two research variables is in the weak category. This table also obtains the value of R Square or the coefficient of deceleration (KD) which shows how good the regression model is formed by the interaction of the independent variables and the dependent variable. The KD value obtained was 0.288 which can be interpreted that the independent variable X_1 has a 28.8% contribution to variable Y and the other 71.2% is influenced by other factors other than variable X_1 .

Social influence on purchasing decisions

The model of social relations on purchasing decisions is expressed in the form of the relation equation $Y = 2.521 + 0.376X_2$. Based on the test of significance of social variables on the decision to purchase sanmol drugs at the Simpang Empat Palembang Pharmacy, Palembang, it is obtained t count 3,253 > t table 2,001 where the value of t count is greater than t table 1 and a significance value of 0.027 is less than 0.05, then H_{o2} is received so that there is a social impact on decision making Buy sanmol medicine at the Simpang Empat Palembang Pharmacy.

Tabel 3. Social coefficient on purchasing decisions

| | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
|---------------|-----------------------------|------------|---------------------------|--|-------|-------|
| | B | Std. Error | Beta ^a | | | |
| (Constant) | 2.521 | 0.527 | | | 4.779 | 0.000 |
| Social factor | 0.376 | 0.116 | 0.396 | | 3.253 | 0.002 |

Source : Processed data 2023

To find out how much influence the independent variables have on the dependent variables partially, it can be seen in the model summary results. The summary test results show the value of R which is a symbol of the correlation coefficient value. At values above the correlation value is 0.157. This value can be interpreted that the relationship between the two research variables is in the weak category. This table also obtains the value of R Square or the coefficient of deceleration (KD) which shows how good the regression model is formed by the interaction of the independent variables and the dependent variable. The KD value obtained was 0.396 which can be interpreted that the independent variable X_2 has a greater contribution of 39.6% to variable Y and the other 60.3% is influenced by other factors outside variable X_2 .

Psychological influence on purchasing decisions

The psychological relationship model for purchase decisions is expressed in the form of the relation equation $Y = 2.453 + 0.456X_3$. Based on the psychological variable significance test on the decision to purchase sanmol drug at the Simpang Empat Palembang Pharmacy, it was obtained t count 3,253 > t table 2,001 where the value of t count was greater than t table and a significance value of 0.027 was less than 0.05, then H_{o3} was received so that there was a psychological impact on the decision to buy Sanmol medicine at the Simpang Empat Palembang Pharmacy.

Tabel 4. Psychological coefficient on buying decisions

| | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|--|-------|-------|
| | B | Std. Error | Beta ^a | | | |
| (Constant) | 2.453 | 0.299 | | | 8.210 | 0.000 |
| Psychologic factor | 0.456 | 0.076 | 0.621 | | 5.984 | 0.000 |

Source : Processed data 2023

To find out how much influence the independent variables have on the dependent variables partially, it can be seen in the model summary results. The summary test results show the value of R which is a symbol of the correlation coefficient value. At values above the correlation value is 0.386. This value can be interpreted that the relationship between the two research variables is in the medium category. This table also obtains the value of R Square or the coefficient of deceleration (KD) which shows how good the regression model is formed by the interaction of the independent variables and the dependent variable. The KD value obtained

was 0.621 which can be interpreted that the independent variable X_3 has a 62.1% contribution to variable Y and the other 37.9% is influenced by other factors other than variable X_3 .

Discussion

Efforts to increase purchases through cultural factors

Most of the people around Lemabang market who still buy drugs at the Simpang Empat Palembang Pharmacy think that sanmol is a medicine for fever that must be bought when it is fever. This can be seen from the results of the statements, which mostly stated that when a fever member of the community bought sanmol as a fever reliever for their family members.

In making purchasing decisions, cultural factors are the most important factors in decision-making behavior and buying behavior. Cultural factors include values, beliefs, norms, and lifestyles adopted by the community.

This research is in line with research by Astelliana Subu (2023), which states that cultural, psychological and social factors influence purchasing decisions. Chairul Adhim's research (2020) which states that cultural, psychological and social and cultural factors influence purchasing decisions

Efforts to increase purchases through social factors

The results of observations made on social factors show that a large part of the community, ranging from the ages of children to adults, has taken the initiative to purchase sanmol for the febrifuge. Including toddlers and children for parents if they release fever to buy sanmol medicine as the first step of treatment

Social factors do indeed influence a person's cell buying decision. Several social factors that influence purchasing decisions include the following: Family roles and influences, each family member has different needs, wants, and tastes. Small groups, such as middle-aged friends or work groups, can influence individual cell-buying decisions. The role and social status of consumers can also influence consumer buying behavior (Sangadji, El.M. & Sopiah, MM, 2016)

This research is in line with research by Ichwanda Ayu Hamida (2022) which states that psychological and social factors influence purchasing decisions. Research by Yoga Dian Pratama (2022) states that psychological and social and cultural factors influence purchasing decisions. Liliels Handayani's research (2020) states that cultural, psychological and social and cultural factors influence purchasing decisions

Efforts to increase purchases through psychological factors

The result of the observation data is that consumers buy drugs at the Simpang Empat Palembang Pharmacy because it is in the market and easy to reach, it is in the center of the main area and the main road where the pharmacy's opening hours are until 24.00. Pharmacies provide quality medicines with various variants according to the needs of the community.

Psychologically, that part of society is driven by oneself to do something that is considered good. There is an inner motivation to do something according to one's wishes. There is a perception in which people select, organize, and interpret information to form a meaningful picture of the world. There is a pattern that is organized through knowledge and is then held by the individual as a controller in his life.

This research is in line with research by Muh Kamaludin Syam (2023), which states that psychological and social factors influence purchasing decisions. Hellmina Br. Ginting's research (2022) states that psychological and social and cultural factors influence purchasing decisions. Research by Yustinus Rusael, L. R. Elvis (2021), which states that psychological and social and cultural factors influence purchasing decisions

CONCLUSION

Cultural factors have a significant influence on the decision to buy Sanmol Syrup at the Simpang Empat Palembang Pharmacy. Apotik Simpang Empat Palembang should continue to maintain and improve the habits of the people around Lemabang Palembang that if there is a family member have fever to buy sanmol as the first treatment. In addition to Sanmol, it is also used as a pain reliever, such as headaches, menstrual pain, and so on. Social factors have a significant influence on the decision to purchase Sanmol Syrup at the Simpang Empat Palembang Pharmacy. This indicates that social factors must really be considered as one of the sales strategies. Social influences in society, whether in a family or in society, have a great influence on buying behavior. Sometimes the decision to buy a product is based on family, friends and the environment that encourages people to make a purchase decision. Psychological factors have a significant influence on the decision to buy Sanmol Syrup at the Simpang Empat Palembang Pharmacy. This indicates that by increasing the consumer psychology of a brand, it is hoped that it will increase purchasing decisions. Consumers are instilled in their thoughts that a product that is considered good, naturally consumers will buy that product.

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