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The Influence of Marketing Mix on Purchasing Decisions Which Impact Consumer Loyalty in Online Pharmacies

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ABSTRACT
This research aims to analyze the influence of the marketing mix on purchasing decisions which have an impact on consumer loyalty in online pharmacies. This research uses a quantitative approach by collecting data through questionnaires distributed to 100 respondents who are online pharmacy users in the DKI Jakarta area. Data analysis is carried out in order to process data more thoroughly and accurately so as to obtain the expected results. The model used in this research is the causality model and to test the hypothesis proposed in this research the analysis technique used is SEM (Stuctural Equation Modelling). The research results show 1) The influence of online pharmacy marketing mix on purchasing decisions: Product variables have no influence on purchasing decisions; Price variables have an influence on purchasing decisions; Distribution variables have an influence on purchasing decisions; Promotional variables that influence purchasing decisions. 2) The influence of online pharmacy marketing mix on consumer loyalty: Product variables have an influence on consumer loyalty; Product variables have an influence on consumer loyalty; Distribution variables have no influence on consumer loyalty; Promotion variables have no influence on consumer loyalty. 3) The influence of the impact of purchasing decisions on consumer loyalty, meaning that if there is an increase in purchasing decisions, it will increase consumer loyalty

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INTRODUCTION

A pharmacy is a pharmaceutical service facility where pharmacy practicum is carried out by pharmacists. It is one of the pharmaceutical businesses in Indonesia in the field of health products and services (Dianita & Latifah, 2017). Regulation of the Minister of Health of the Republic of Indonesia Number 73 of 2016 concerning Pharmaceutical Service Standards in Pharmacies, this regulation requires Indonesian pharmacies to be consumer-centric by providing comprehensive pharmaceutical service activities aimed at improving the quality of life of patients. Pharmaceutical services generally provide professional services and health advice (Azwar & Siswa, 2016).

With the increasingly rapid development of science and technology, the number of internet and social media users is increasing in Indonesia, especially the pharmaceutical business, which continues to innovate in marketing and sales systems for medicines

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(Syahputri & Anggoro, 2020). The increase in consumers buying medicines at pharmacies will have a positive impact on efforts to increase profits and improve service quality. The greater the influence of the marketing mix, the higher the purchasing loyalty. This buying behavior is influenced by cultural, social, personal and psychological factors (Viany, 2021). One form of innovation in the field of pharmaceutical services is the presence of online pharmacies or online pharmacies which were originally a direct or face-to-face service between consumers and pharmacists, the development of science and technology that utilizes the internet network so that it can be found via electronic devices (Kusuma et al, 2022).

Government policy relating to online pharmacies is stated in the Regulation of the Minister of Health of the Republic of Indonesia Number 14 of 2021 concerning Standards for Business Activities and Products in the Implementation of Risk-Based Business Licensing in the Health Sector. This standard contains regulations for the implementation of pharmaceutical electronic systems which aim to support the implementation of web portal and/or platform activities with commercial purposes in the pharmaceutical sector (Rahayu et al, 2023; Rachman et al, 2023)

Increasingly advanced business developments always go hand in hand with increasingly rapid technological developments, especially in Indonesia, pharmaceutical business actors utilize digital media platforms, such as K24klik, KALBE store, Farmaku, Kimia Farma Mobile, Lifepack and websites with the aim of providing easy services and transactions (Halkam , 2022). E-commerce or Websites are commercial activities including the distribution, purchase, sale, marketing of goods and services via electronic media such as the internet, websites, television and other computer networks (MOH, 2021).

The advantages of the online pharmacy itself are that it is practical, saves time and energy because it can be done anywhere and at any time, long operating hours compared to conventional pharmacies, product categories and promos offered on websites or online buying and selling platforms tend to be more diverse so you can adapt to the budget and community needs (Wulandari, 2020; Adjie et al, 2023).

Consumers are more interested in buying products or services online because it is more convenient and faster. Therefore, pharmacies with modern digital networks are now the right choice (Aulia, 2020). When purchasing online, consumers do not need to queue to purchase medicines and products from pharmacies (e.g. food supplements, beauty products, medical devices, baby products, personal care, herbal preparations). This makes it very easy for consumers who are usually sick and busy, so this service helps consumers get medicine immediately without having to leave the house (Nasution & Baidawi, 2016).

The world of marketing in the pharmaceutical sector is now increasingly competitive with various products and services with varying quality and innovation. As consumer demand increases, businesses need to offer products and services that can increase consumer satisfaction (Pratiwi et al, 2013). Every company needs to retain existing consumers and always try to find as many new consumers as possible by paying attention to marketing aspects (Sampurno, 2011).

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Based on the potential opportunities for the pharmaceutical business in the current era of digitalization, researchers are interested in researching the influence of the online pharmacy marketing mix on purchasing decisions which have an impact on consumer loyalty. The marketing mix functions as a tool to help researchers obtain data that matches the research focus. So it is hoped that this research will be very useful for the development of the online pharmacy business in Indonesia because it can increase knowledge, expectations, purchasing interest, consumer loyalty, and optimize convenience in pharmaceutical services with science and technology-based applications as well as increase the competitiveness of both online pharmacies and conventional pharmacies by advancing Indonesian pharmaceutical services to become more modern.

This research aims to optimize the convenience of pharmaceutical services with science and technology-based applications and increase competitiveness among online pharmacies by advancing Indonesian pharmaceutical services to become more modern. In general, this research aims to analyze the influence of the marketing mix on purchasing decisions which have an impact on consumer loyalty in online pharmacies. Specifically, this research aims to analyze the influence of the marketing mix on purchasing decisions at online pharmacies, examine the influence of the marketing mix on consumer loyalty in online pharmacies, and evaluate purchasing decisions that have an impact on consumer loyalty at online pharmacies. With this approach, it is hoped that research can provide valuable insight for developing effective marketing strategies and improving the quality of pharmaceutical services in Indonesia.

Literature Review

Online Pharmacy

Online pharmacy is an innovation in pharmaceutical services through digital technology, allowing consumers or patients to order medicines via the site and receive delivery directly to their address (Happy Elda , 2019). Even though there is no standard definition, online pharmacies such as K24klik, Halodoc, Lifepack, Farmaku, Goapotik, and SehatQ in Indonesia can be accessed via the internet. They serve verifiable electronic and non-electronic prescriptions, but do not serve prescriptions that cannot be verified by a doctor, which have the potential for abuse. Prescriptions must be kept for a minimum of five years to maintain the confidentiality of patient data. Available products include pharmaceutical preparations, traditional medicines, health supplements, cosmetics, over-the-counter medicines, prescription drugs, PKRT, and permitted medical devices (Lorensia & Lamur, 2021).

Consumers are more interested in buying products or services online because it is more convenient and faster. Pharmacies with modern digital networks are the right choice because buyers do not need to queue to buy medicines and other pharmacy products, such as food supplements, beauty products, medical devices, baby products, personal care and herbal preparations (Maulani, 2018). This makes it very easy for patients who are usually sick and busy, so they can get medicine without having to leave the house. The POM Agency, through regulation Number 8 of 2020 concerning Supervision of Medicines Distributed Online, provides protection to the public by monitoring medicines and food in

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circulation so that they are safe, legal and meet requirements. The POM Agency collaborated with the Ministry of Communication and Information and idEA to form a cyber patrol to monitor medicine and food online, including crawling and identifying links that violate regulations. Throughout 2020, 113,659 links that violated drug, traditional medicine, cosmetic and processed food regulations were caught (Hapsari, 2018).

Marketing Mix

Currently, more and more companies are engaged in the digitalization of pharmaceuticals or similar health services, which will result in competition for markets and consumers. So the company is expected to be able to know the market regarding the products or services offered or marketed later (Nurul, 2021). Marketing activities are always present in any business, whether it is a profit-seeking business or a social business. Some marketers don't understand marketing science or don't understand it. Marketing means carried out to fulfill the needs and desires of a society for a product or service. Marketing becomes more important as people become more knowledgeable. Marketing can also be done to face competition which is sometimes increasing. Competitors are also more aggressive in marketing efforts to sell products (Kasmir, 2005).

The behavior of a product or service is influenced by marketing, production, finance, and other areas, as well as the methods used. Product or service management must be able to combine these elements in order to compete with other companies and prevent consumers from switching (Tias & Rusliyawati, 2023). Good marketing methods can maximize company profits, while bad methods can reduce revenue. The products or services being marketed require an easy and flexible approach, which is called the marketing mix. The marketing mix, which consists of the 4Ps (product, price, place, promotion), is a strategy for achieving organizational goals and consumer satisfaction.

Buying decision

Purchasing decisions are a series of processes that begin with consumer awareness of a problem, searching for information about a particular product or brand and evaluating the product or brand based on how well each choice can solve the problem and then leads to a purchasing decision (Tjiptono, 2014) Decision process Purchasing is the fifth step of the process that consumers go through. The process begins with identifying the problem, searching for information, evaluating alternatives to solve the problem, making purchasing decisions and post-purchase behavior, which begins long before the actual purchase. For consumers and will continue to have an impact long after (Kotler & Keller, 2012). At the beginning of purchasing behavior there is a stimulus consisting of "4P" namely product, price, location and promotion. Other incentives are the most important forces and factors in the consumer environment, such as economics, technology, politics and culture. All of these stimuli come to the consumer where the input is translated into a range of observable shopper responses, including product selection, brand selection, supplier selection, purchase time and purchase amount (Rianto, 2023).

There are three indicators in determining purchasing decisions: product stability, product purchasing habits, and product purchasing speed. Product stability includes consumer selection based on quality, quantity and other factors that provide stability in

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purchasing the products needed, where good product quality supports consumer satisfaction (Sari, 2021). Habits in buying products arise when consumers repeatedly buy the same product, indicating that the product has become embedded in the minds of buyers, so that they feel uncomfortable if they have to buy another product. Speed in purchasing products involves consumers who often make decisions based on simple power rules, namely a fast process of using general guidelines for some information in decision making (Hidayah, 2022).

Consumer Loyalty

According to Tjiptono (2008) consumer loyalty is consumer loyalty to a brand, shop or supplier based on the buyer's very positive nature in long-term purchases. From this understanding, we can interpret that brand loyalty is achieved through a combination of satisfaction and complaints. Consumer satisfaction, on the other hand, comes from how much they contribute to the company's performance to create satisfaction by minimizing complaints so that consumers buy in the long term. 29 Meanwhile, according to Kotler, loyal consumers are people who buy from certain companies that get more exposure than others. Retaining customers should take precedence over acquiring new ones. Therefore, consumer loyalty based on genuine and sustainable satisfaction is one of the greatest assets a business can have (Kotler, 2023).

According to Oliver Griffin (2003), there are five factors that influence consumer loyalty to the brand they use: brand value, customer character, barriers to switching, customer satisfaction, and competitive environment. Brand value is a consumer perception that compares the costs with the price paid and the benefits obtained. Customer character reflects differences in individual characteristics in using the brand. Switching barriers include the costs that consumers must bear if they want to switch to another brand. Customer satisfaction arises when the customer's experience comes into contact with the brand they usually use. A competitive environment refers to the interrelationship between brands in a product category that causes competition.

Loyalty is based on awareness, influence, commitment and action. In the loyalty business, it means a consumer's desire to always buy continuously and use the company's products and services repeatedly and recommend the company's products to others. After carrying out the food purchasing process, factors emerge that can influence consumer loyalty, namely satisfaction, emotional ties, trust, convenience or habits and experience with the company.

Hypothesis

1. H01: There is no influence of the online pharmacy marketing mix on purchasing decisions.
   H11 The influence of online pharmacy marketing mix on purchasing decisions.
   a. H01a: There is no influence on the marketing mix (products) of online pharmacies on purchasing decisions
      H11a: There is an influence of online pharmacy marketing mix (products) on purchasing decisions.

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b. H01b: There is no influence on the marketing mix (price) of online pharmacies on purchasing decisions.
   H11b: There is an influence on the marketing mix (price) of online pharmacies on purchasing decisions
c. H01c: There is no influence on the marketing mix (distribution) of online pharmacies on purchasing decisions
   H11c: There is an influence on the marketing mix (distribution) of online pharmacies on purchasing decisions
d. H01d: There is no influence on the marketing mix (promotion) of online pharmacies on purchasing decisions
   H01d: There is an influence on the marketing mix (promotion) of online pharmacies on purchasing decisions

2. H02: There is no influence of the online pharmacy marketing mix on consumer loyalty.
   H12: The influence of online pharmacy marketing mix on consumer loyalty.
   a. H02a: There is no influence of online pharmacy marketing mix (products) on consumer loyalty.
      H12a: There is an influence of online pharmacy marketing mix (products) on consumer loyalty.
   b. H02b: There is no influence on the marketing mix (price) of online pharmacies on consumer loyalty.
      H12b: There is no influence on the marketing mix (price) of online pharmacies on consumer loyalty.
   c. H02c: There is no influence on the marketing mix (distribution) of online pharmacies on consumer loyalty.
      H12c: There is no influence on the marketing mix (distribution) of online pharmacies on consumer loyalty.
   d. H02d: There is no influence on the marketing mix (promotion) of online pharmacies on consumer loyalty.
      H02d: There is no influence on the marketing mix (promotion) of online pharmacies on purchasing decisions
3. H03: There is no impact of non-purchase decisions on consumer loyalty
   H13: There is an impact of purchasing decisions on consumer loyalty.

METHOD

The type of research used by the author is quantitative descriptive research. Quantitative research is a research approach that is objective or factual, shows variable relationships and uses statistical testing methods. The population in this study are people or residents who live in DKI Jakarta who have purchased from online pharmacies registered with the Pharmacy Electronic System Operator (PSEF). In this study, the sample size was determined using the Slovin formula. The sampling technique is a sampling technique where there is no equal opportunity for members of the population who are selected as sample members. Researchers used nonprobability sampling with a purposive sampling technique and

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obtained a sample size of 100 respondents. This research uses research instruments in the form of primary data obtained directly from survey results in the form of questionnaires given to consumers. Secondary data was obtained from literature and other supporting data.

Research variables consist of two types: exogenous (independent) variables and endogenous (dependent) variables. Exogenous variables, such as the Marketing Mix (X), influence the values of other variables and in the SEM model are indicated by arrows coming from this variable to the endogenous variable. Endogenous variables, such as Purchase Decision (Y) and Consumer Loyalty (Z), are influenced by exogenous variables and are indicated by arrows pointing to these variables, so they influence and are influenced by other variables. Data analysis is carried out in order to process data more thoroughly and accurately so as to obtain the expected results. The model used in this research is a causality model and to test the hypothesis proposed in this research, the analysis technique used is SEM (Stuctural Equation Modeling) which is operated through the PLS program. So you can see an overview of the results of research that has been carried out for three months.

RESULTS AND DISCUSSION

Validity test

The results of the questionnaire validity test are explained in the table below:

Table 1. Questionnaire Indicator Validity Test Results

Variable	Code	r-count vs r-table (0.316)	Note
Marketing Mix	WW1	0.696	Valid
	WW2	0.704	Valid
	PD3	0.715	Valid
	PD4	0.422	Valid
	PD5	0.750	Valid
	HR1	0.577	Valid
	HR2	0.744	Valid
	HR3	0.729	Valid
	HR4	0.683	Valid
	HR5	0.692	Valid
	DT1	0.671	Valid
	DT2	0.587	Valid
	DT3	0.652	Valid
	DT4	0.666	Valid
	DT5	0.683	Valid
Marketing mix	PM1	0.522	Valid
	PM2	0.420	Valid
	PM3	0.609	Valid
	PM4	0.530	Valid
	PM5	0.451	Valid
Buying decision	KP1	0.555	Valid
	KP2	0.593	Valid

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	KP3	0.537	Valid
	KP4	0.537	Valid
	KP5	0.626	Valid
Consumer Loyalty	LK1	0.777	Valid
	LK2	0.709	Valid
	LK3	0.794	Valid
	LK4	0.817	Valid
	LK5	0.638	Valid
	LK6	0.506	Valid

Based on table 1 above, it is known that the value of each indicator is more than the r-table value so it is considered valid. This means that the questions in the questionnaire have been sufficiently understood by the respondents and the questionnaire has been able to measure its objectives clearly and correctly.

Reliability Test

The results of reliability testing for each variable are explained in the table below:

Table. 2 Questionnaire Reliability Test Results

V variable	*Cronbach's alpha*	ket
Product	0.847	Reliable
Price	0.858	Reliable
Distribution	0.843	Reliable
Promotion	0.729	Reliable
Buying decision	0.797	Reliable
Consumer Loyalty	0.886	Reliable

Based on table 2 above, the Cronbach's alpha value of each study variable is more than 0.60 so it is considered reliable. This means that the variables used in this research are quite accurate and consistent. The questionnaire, which has been tested for validity and reliability, is then ready to be distributed to 100 respondents who meet the inclusion criteria.

Variable Data Analysis

This research uses structural equation modeling analysis techniques with the SEM-PLS (Partial Least Squares) algorithm to determine the influence of the online pharmacy marketing mix on purchasing decisions and its impact on consumer loyalty. SEM-PLS was chosen because it can analyze more than one independent variable at once, which is more precise than CB-SEM. Survey data was processed using SmartPLS 3.0 software, with PLS model data analysis including evaluation of the measurement model, structural model, and goodness and fit of the model. The structural model is designed to show the relationship between latent variables, with exogenous variables including product (PD), price (HR), distribution (DT), and promotion (PM) as moderators, while endogenous variables are purchasing decisions (KP) and consumer loyalty (LK). Construct validity and reliability are evaluated at the outer model stage.

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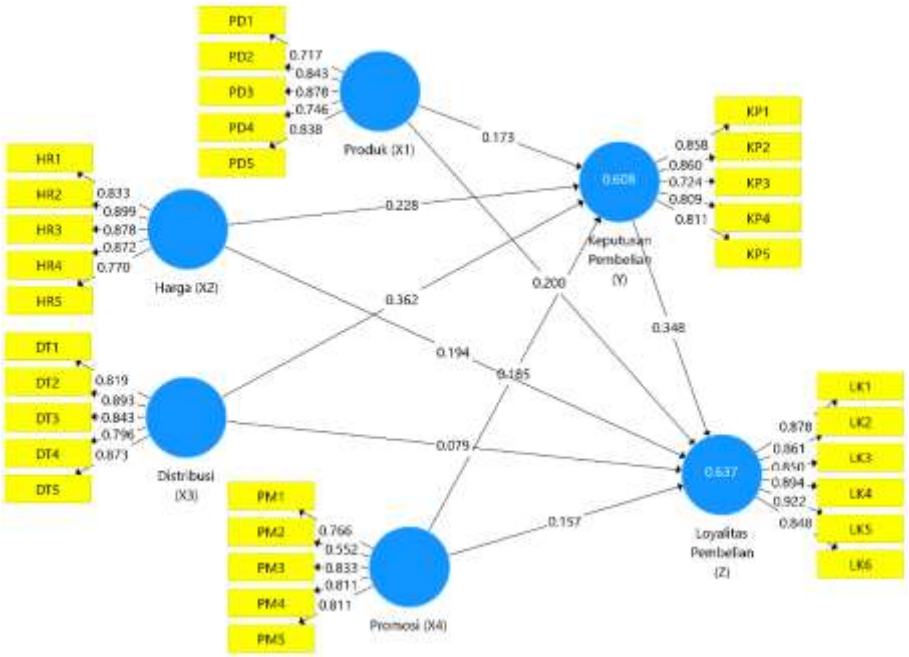

Figure.1 Evaluation Results of the Measurement Model (Outer Model)

Evaluation of Measurement Models

The convergent validity test is carried out by testing the external load value of each indicator on the latent variable. An external load value > 0.70 indicates that the variable meets convergent validity in the good category. An outer loading value < 0.60 is considered invalid for measuring the construct so it must be excluded from the requirements. Model modification was carried out by eliminating the PM2 indicator, so that a structural model was obtained as below:

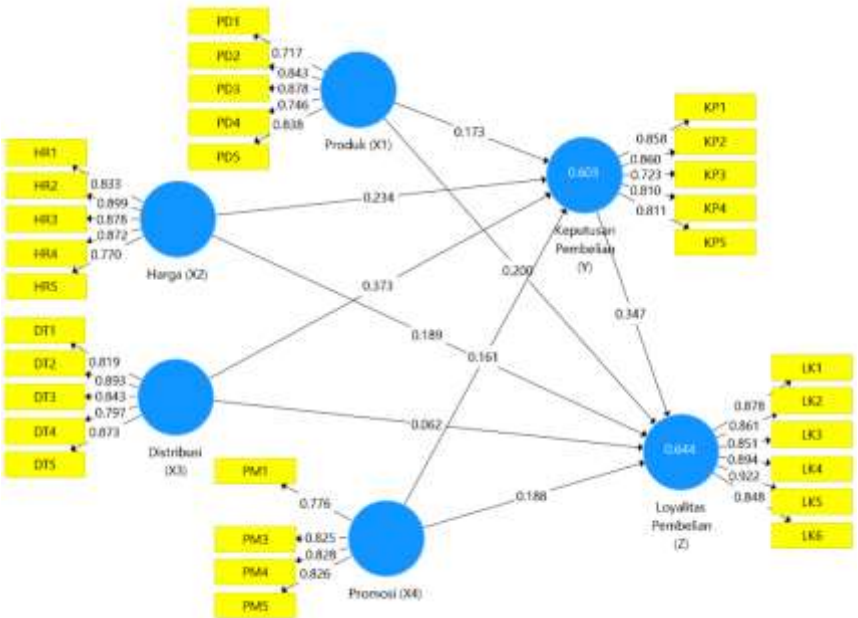

Figure 2 Modified Structural Model

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outer loading values of the modified model can be seen in the table below:

Table.3 *Outer Loading* Value Results (After Modification)

	Distribution (X3)	Price (X2)	Purchase Decision (Y)	Purchase Loyalty (Z)	Product (X1)	Promotion (X4)
DT1	0.819					
DT2	0.893					
DT3	0.843					
DT4	0.796					
DT5	0.873					
HR1		0.833				
HR2		0.899				
HR3		0.878				
HR4		0.872				
HR5		0.770				
KP1			0.858			
KP2			0.860			
KP3			0.724			
KP4			0.809			
KP5			0.811			
LK1				0.878		
LK2				0.861		
LK3				0.850		
LK4				0.894		
LK5				0.922		
LK6				0.848		
WW1					0.717	
WW2					0.843	
PD3					0.878	
PD4					0.746	
PD5					0.838	
PM1						0.766
PM3						0.825
PM4						0.828
PM5						0.826

Based on table 3. above , it can be seen that all indicators have an outer loading value of > 0.70. This indicates that all indicators are deemed appropriate or valid indicators for research use and can be carried out further analysis.

Discriminant Vailidty

In this process, the results of the *discriminant validity test will be described* . This test uses a *cross-loading value* , that is, an indicator is declared to meet discriminant validity if the *cross-loading value* of the variable indicator is greater than the other variables. The results of discriminant validity testing can be seen in the table below:

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Table. 4 *Discriminant Validity* Value Results

	Distribution (X3)	Price (X2)	Kep. Purchases (Y)	Loy. Purchases (Z)	Product (X1)	Promotion (X4)
Distribution (X3)	0.846					
Price (X2)	0.623	0.852				
Purchase Decision (Y)	0.718	0.628	0.814			
Purchase Loyalty (Z)	0.661	0.635	0.730	0.876		
Product (X1)	0.597	0.481	0.566	0.594	0.807	
Promotion (X4)	0.591	0.491	0.574	0.570	0.360	0.762

Based on the information presented in table V.7. above, it can be seen that each research variable indicator has the highest *cross loading value* for the variables it contains compared to the *cross loading values* for other variables. Based on the results obtained, it can be concluded that the indicators used in this research have good *discriminant validity when constructing the variables themselves* .

Evaluation of the structural model (Inner Model)

In this research, the results of the path coefficient test, R-Squad and hypothesis testing will be explained

a. Path Coefficient Test

The results of the structural modeling process can be seen in the image below:

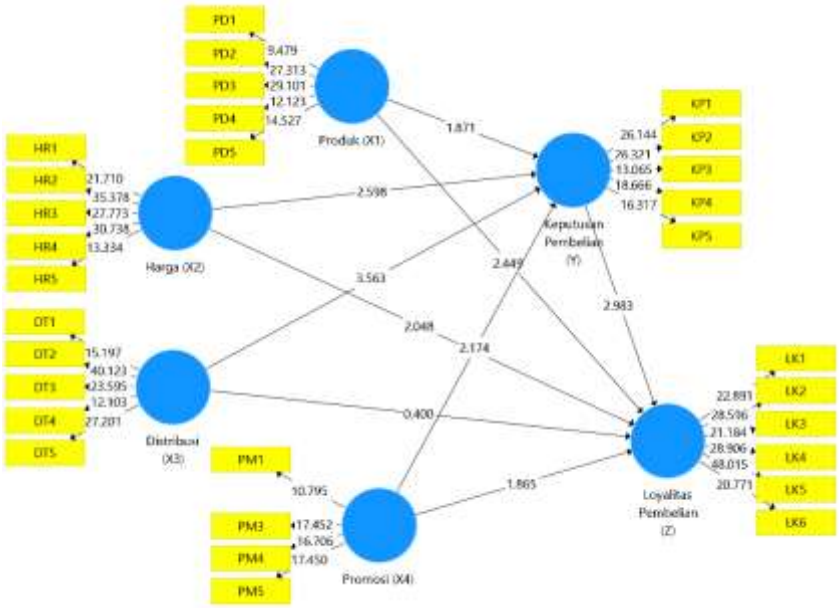

Figure 3 Inner Model

Based on the inner model scheme shown in Figure 3 above, it can be explained that the largest path coefficient value is shown by the distribution influence on purchasing decisions of 3.583. Then the second largest influence is the influence of purchasing

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decisions on consumer loyalty of 2.983 and the smallest influence is shown by the influence of distribution on consumer loyalty of 0.400.

Based on the description of these results, it can be seen that all variables in this model have path coefficients with positive numbers. This shows that the greater the path coefficient value for one independent variable on the dependent variable, the stronger the influence of the independent variable on the dependent variable. The R-squared (R2) value is used to determine the predictive power of the structural model in SEM-PLS analysis. The R-squared value can be seen in the table below :

Table.V. 2. R- *Square* value

Variable	R Square	R Square Adjusted
Purchase Decision (Y)	0.603	0.586
Purchase Loyalty (Z)	0.644	0.625

The coefficient of determination (R-squared adjusted) is used to show how much influence the influencing variables have on the variables that are influenced. Based on table V.10 above, it can be seen that the adjusted R-squared value for purchasing decisions (Y) is 0.586, indicating that 58.6% of the Y variance can be explained by changes in variables X1, The other 4% is caused by other factors outside the model. Meanwhile, the adjusted R-squared equation for the purchase loyalty variable (Z) from the table above is 0.625, indicating that 62.5% of the Z variance can be explained by changes in variables X1, other factors outside the model. Apart from the R-squared value, the Q-squared value is also used to determine the goodness of the model, with a higher Q-squared value indicating that the structural model fits the data better.

b. Hypothesis testing

The results of research hypothesis testing can be seen in the table below :

Table.V. 3. Hypothesis Test Value

No	Variable Relationships	(O)	(M)	Standard Deviation (STDEV)	Q	P	Note
1.	Distribution (X3) -> Purchase Decision (Y)	0.373	0.375	0.105	3,563	0,000	Significant influence
2.	Distribution (X3) -> Consumer Loyalty (Z)	0.062	0.054	0.155	0.400	0.690	Not significant
3.	Price (X2) -> Purchase Decision (Y)	0.234	0.232	0.090	2,598	0.010	Significant influence
4.	Price (X2) -> Consumer Loyalty (Z)	0.189	0.190	0.092	2,048	0.041	Significant influence
5.	Purchase Decision (Y) -> Consumer Loyalty (Z)	0.347	0.345	0.116	2,983	0.003	Significant influence
6.	Product (X1) -> Purchase Decision (Y)	0.173	0.165	0.092	1,871	0.062	Not significant
7.	Product (X1) -> Consumer Loyalty (Z)	0.200	0.194	0.082	2,449	0.015	Significant influence
8.	Promotion (X4) ->	0.161	0.165	0.074	2,174	0.031	Significant

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9.	Purchase Decision (Y) Promotion (X4) -> Consumer Loyalty (Z)	0.188	0.196	0.101	1,865	0.063	influence Not significant

Based on the information presented in table V.12 above, the relationship between study variables can be explained as follows :

1. The influence value of the distribution variable (X3) has an influence on purchasing decisions (Y) of 0.373, the t-statistic value is 3.563 (>1.96) and the p-value is 0.000 (<0.05). From these results, it is stated that the t-statistic has a positive and significant effect.
2. The influence value of the distribution variable (X3) on consumer loyalty (Z) is 0.062, the t-statistic value is 0.400 (<1.96) and the p-value is 0.690 (>0.05). From these results, it is stated that the t-statistic has a positive but not significant effect.
3. The influence value of the price variable (X2) on purchasing decisions (Y) is 0.234, the t-statistic value is 2.598 (>1.96) and the p-value is 0.010 (<0.05). From these results it is stated that the t-statistic has a positive and significant effect.
4. The influence value of the price variable (X2) on consumer loyalty (Z) is 0.189, the t-statistic value is 2.048 (>1.96) and the p-value is 0.041 (<0.05). From these results it is stated that the t-statistic has a positive and significant effect.
5. The influence value of the purchasing decision variable (Y) on consumer loyalty (Z) is 0.347, the t-statistic value is 2.983 (> 1.96) and the p-value is 0.003 (<0.05). From these results, it is stated that the t-statistic has a positive and significant effect.
6. The influence value of the product variable (X1) on purchasing decisions (Y) is 0.173, the t-statistic value is 1.871 (<1.96) and the p-value is 0.062 (>0.05). From these results, it is stated that the t-statistic has a positive but not significant effect.
7. The influence value of the product variable (X1) on consumer loyalty (Z) is 0.200, the t-statistic value is 2.449 (> 1.96) and the p-value is 0.015 (<0.05). From these results it is stated that the t-statistic has a positive and significant effect.
8. The influence value of the promotional variable (X4) on purchasing decisions (Y) is 0.161, the t-statistic value is 2.173 (> 1.96) and the p-value is 0.013 (<0.05). From these results it is stated that the t-statistic has a positive and significant effect.
9. The value of the influence of the promotional variable (X4) on consumer loyalty (Z) is 0.188, the t-statistic value is 1.865 (<1.96) and the p-value is 0.063 (>0.05). From these results it is stated that the t-statistic has a positive but not significant effect.

Discussion

The following is an analysis of the influence between variables according to the proposed hypothesis:

Online Pharmacy Marketing Mix on Purchasing Decisions

This hypothesis testing aims to prove whether the *online pharmacy marketing mix* has an influence on purchasing decisions. The marketing mix model used is 4P (*product, price, place, promotion*) as the variable determined in the research. From the results of the

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hypothesis test, it can be seen that each variable has a different P- *value , which can be seen in table V.12.*

a. H1 $_{1a}$ (product (X1) →purchase decision (Y))

Based on the results of this research analysis, the value of the influence of the product variable (X1) on purchasing decisions (Y) is 0.173, the t-statistic value is 1.871 (<1.96) and the p-value is 0.062 (>0.05). From these results it is stated that the t-statistic has a positive but not significant effect on purchasing decisions, meaning that there is no influence on purchasing decisions and the hypothesis results are rejected. According to Kotler, products are the central point of marketing activities because products are company output that can be offered on the market for consumption and is a company tool to achieve company goals. A product is something that a producer offers for attention, request, search, purchase, use, or for the market to consume as a means of meeting the needs or desires of the relevant market. A product is anything that can be offered on the market to satisfy a need or want. [19]

b. H1 $_{1b}$ (price (X2) →purchase decision (Y))

The influence value of the price variable (X2) on purchasing decisions (Y) is 0.234, the t-statistic value is 2.598 (>1.96) and the p-value is 0.010 (<0.05). From these results, it is stated that the t-statistic has a positive and significant effect, meaning that there is a relationship between price and purchasing decisions and the hypothesis results are accepted. Therefore, *online pharmacies* need to maintain prices with quality and benefits and be able to compete with conventional/modern pharmacies so that they can create purchasing decisions.

c. H1 $_{1c}$ (distribution (X3) →purchasing decisions (Y))

The influence value of the distribution variable (X3) has an influence on purchasing decisions (Y) of 0.373, the t-statistic value is 3.563 (>1.96) and the p-value is 0.000 (<0.05). From these results, it is stated that the t-statistic has a positive and significant effect, meaning that there is a relationship between distribution and purchasing decisions and the hypothesis results are accepted. Therefore, *online pharmacies* need to maintain or increase the ease of distribution in terms of operational services and payment transactions so that they are faster, more practical and efficient so that they can improve purchasing decisions.

d. H1 $_{1d}$ (promotion (X4) →purchase decision (Y))

The value of the influence of the promotional variable (X4) on purchasing decisions (Y) is 0.161, the t-statistic value is 2.173 (> 1.96) and the p-value is 0.013 (<0.05). From these results, it is stated that the t-statistic has a positive and significant effect, meaning that there is a relationship between promotions and purchasing decisions and the hypothesis results are accepted. Therefore, *online pharmacies* need to increase the presence and availability of services provided by professionals to attractive programs such as free shipping so that they can increase purchasing decisions.

Online **Pharmacy Marketing Mix on Consumer Loyalty**

This hypothesis testing aims to prove whether the *online pharmacy marketing mix* has an influence on consumer loyalty. The marketing mix model used is 4P (*product, price, place, promotion*) as the variable determined in the research. From the results of the

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hypothesis test, it can be seen that each variable has a different P- *value , which can be seen in table V.12.*

a. H1 $_{2a}$ (product (X1) →consumer loyalty (Z))

Based on the results of the analysis of the value of the influence of the product variable (X1) on consumer loyalty (Z) of 0.200, the t-statistic value is 2.449 (> 1.96) and the p-value is 0.015 (<0.05). From these results, it is stated that the t-statistic has a positive and significant effect, meaning that there is a relationship between the product and consumer loyalty and the hypothesis results are accepted. This may be because *online pharmacies* provide easy service and guaranteed safe products and recommendations from colleagues, friends or family.

b. H1 $_{2b}$ (price (X2) →consumer loyalty (Z))

The influence value of the price variable (X2) on consumer loyalty (Z) is 0.189, the t-statistic value is 2.048 (>1.96) and the p-value is 0.041 (<0.05). From these results, it is stated that the t-statistic has a positive and significant effect, meaning that there is a relationship between price and consumer loyalty and the hypothesis results are accepted. Price is the most important key for consumers to buy goods . Pricing can be a strength to compete in the market. [7]

c. H1 $_{2c}$ (distribution (X3) →consumer loyalty (Z))

The influence value of the distribution variable (X3) on consumer loyalty (Z) is 0.062, the t-statistic value is 0.400 (<1.96) and the p-value is 0.690 (>0.05). From these results, it is stated that the t-statistic has a positive but not significant effect, meaning that the relationship between distributions that has occurred has an influence but is not significant on consumer loyalty and the hypothesis results are rejected. This may be because consumers can carry out distribution or transactions directly, without having to rely *online* .

d. H1 $_{2d}$ (promotion (X4) →consumer loyalty (Z))

The influence value of the promotional variable (X4) on consumer loyalty (Z) is 0.188, the t-statistic value is 1.865 (<1.96) and the p-value is 0.063 (>0.05). From these results, it is stated that the t-statistic has a positive but not significant effect, meaning that the relationship between promotions that have occurred has an influence but is not significant on consumer loyalty. The results of the hypothesis are rejected, meaning that changes in promotion or decrease that have occurred have no effect on purchasing decisions as long as consumers need and want a product.

The Impact of Purchasing Decisions on Consumer Loyalty

The influence value of the purchasing decision variable (Y) on consumer loyalty (Z) is 0.347, the t-statistic value is 2.983 (> 1.96) and the p-value is 0.003 (<0.05). From these results, it is stated that the t-statistic has a positive and significant effect, meaning that if there is an increase in food purchasing decisions it will increase consumer loyalty. So the results of this third hypothesis are accepted. The results of this research also strengthen the results of previous research where purchasing decisions can increase customer loyalty. To see that the effect is in the same direction as the effect experienced by customers after purchase, with consumer loyalty. The results of this research also support Griffin's (2003)

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theory that loyalty is more likely to be related to the behavior of decision makers to continuously purchase goods or services from companies that consumers have chosen.

CONCLUSION

Based on the test results above, the conclusions that can be drawn from this research are: *online* pharmacy marketing mix on purchasing decisions; Product variables have no influence on purchasing decisions. The price variable has an influence on purchasing decisions. This means that if the price variable is in accordance with the quality or benefits, there will also be an increase in purchasing decisions and vice versa, if the price variable decreases, then purchasing decisions will also decrease. Distribution variables have an influence on purchasing decisions. This means that distribution variables that are fast, practical, efficient and make payments easier increase, so there will also be an increase in purchasing decisions. Conversely, if the distribution variable decreases, purchasing decisions will also decrease. Promotional variables that influence purchasing decisions. This means that promotional variables need to continue to be carried out so that the existence of *online pharmacies* can be utilized sustainably, so there will also be an increase in purchasing decisions. Conversely, if the promotional variable decreases, then purchasing decisions will also decrease. *online* pharmacy marketing mix on consumer loyalty; Product variables have an influence on consumer loyalty. This means that if the product variable increases, consumer loyalty will also increase. Conversely, if the product variable decreases, consumer loyalty will also decrease. The price variable has an influence on consumer loyalty. This means that the price variable increases, consumer loyalty will also increase. Conversely, if the price variable decreases, consumer loyalty will also decrease. Distribution variables have no influence on consumer loyalty. Promotion variables have no influence on consumer loyalty. The influence of the impact of purchasing decisions on consumer loyalty, meaning that if there is an increase in purchasing decisions, it will increase consumer loyalty. Loyalty is more likely to be related to the behavior of decision makers to continuously purchase goods or services from companies that consumers have chosen.

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