


# The Influence Of Promag's Marketing Mix And Its Impact On Customer Satisfaction Through The Creation Of Brand Equity

Siti Mulyati<sup>1</sup>, MGS Aritonang<sup>2</sup>, Iha Haryani Hatta<sup>3</sup>

<sup>1,2,3</sup>Universitas Pancasila, Indonesia

Article Info	ABSTRACT
<p><b>Keywords:</b>            Marketing mix,            brand equity,            consumer satisfaction,            Promag,            SEM,            marketing strategy</p>	<p>This study aims to analyze the influence of the marketing mix, consisting of product, price, place, and promotion, on consumer satisfaction through the creation of brand equity in Promag products. The research adopts a quantitative approach with a descriptive design, involving 220 respondents selected through random sampling at several pharmacies in Tangerang Regency. Data were collected using structured questionnaires and analyzed using the Structural Equation Modeling (SEM) method. The results indicate that the elements of the marketing mix have varying effects on consumer satisfaction and brand equity. Product, price, and promotion variables show a negative influence on consumer satisfaction, while the place variable has a positive impact. On the other hand, product, price, and promotion positively contribute to building brand equity. These findings suggest that appropriate marketing strategies for the elements of the marketing mix can enhance Promag's brand equity; however, attention must be paid to their impact on consumer satisfaction to achieve optimal outcomes.</p>
<p>This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b>            Siti Mulyati            Universitas Pancasila, Indonesia  <a href="mailto:mulyatisiti11@gmail.com">mulyatisiti11@gmail.com</a></p>

## INTRODUCTION

Self-medication has become a primary choice for Indonesian society in addressing mild illnesses such as gastritis. According to data from Statistics Indonesia (BPS) in 2022, 84.34% of the population engaged in self-medication in the past month. Over-the-counter drugs, such as antacids, are the mainstay for their ease of purchase without requiring a doctor's prescription. One of the leading antacid brands dominating the Indonesian market is Promag, produced by PT Kalbe Farma since 1971.

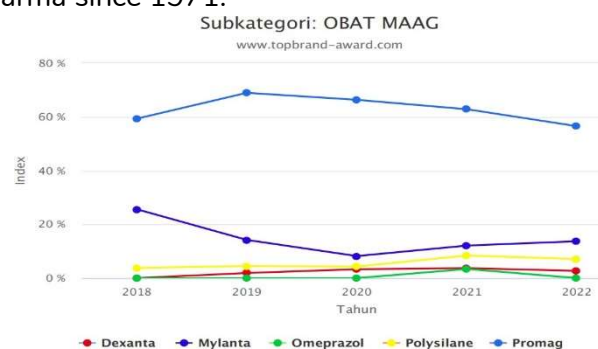


Figure 1 Graph of the Top Brand Index for Ulcer Medicines for 2018-2022

Promag has a long-standing history as the first antacid brand in Indonesia, and its product innovations continue to evolve, from the Double Action formulation in 2006 to sachet liquid packaging in 2013. Data from the Top Brand Index (TBI) indicates that Promag remains the market leader with an average index of 62.75% from 2018 to 2022. However, there has been a declining trend, from 64.80% in 2018 to 56.50% in 2022. In contrast, competitors such as Mylanta have shown an increase, with an average index of 14.76% over the same period.

Nama Brand	2018	2019	2020	2021	2022
Dexanta	0	1.90	3.30	3.70	2.70
Mylanta	25.60	14.20	8.20	12.10	13.70
Omeprazol	0	0	0	3.40	0
Polysilane	3.80	4.50	4.30	8.40	7.10
Promag	59.30	68.90	66.30	62.80	56.50

**Figure 2** Percentage of Top Brand Index for Ulcer Medicines for 2018-2022

Strong brands typically have high brand equity, which enhances consumer appeal and trust in the product. The relationship between brand equity and the marketing mix is defined as the value of brand signals to consumers, encompassing past and current marketing mix strategies and activities associated with the brand. Erdem and Swait argue that, from an information economics perspective, brand equity is seen as a signal of quality for consumers, reflecting the brand and the company’s marketing strategies. In the context of Promag, brand equity is a key asset in maintaining its position as the market leader amid increasingly tight competition.

In addition to brand equity, consumer satisfaction is another critical factor in maintaining a brand’s market position. Kotler defines satisfaction as the feeling of pleasure or disappointment arising from the comparison between consumer expectations and the perceived performance of a product. Although Promag continues to lead the antacid category, the ongoing decline in TBI suggests a potential decrease in consumer preference or satisfaction with the product. Conversely, competitors such as Mylanta are showing a small but consistent upward trend. This phenomenon indicates that Promag's marketing mix strategies need to be evaluated and adjusted to sustain long-term consumer loyalty.

According to Kotler and Keller's marketing theory, the marketing mix—comprising product, price, place, and promotion—is a strategic framework for building brand equity and consumer satisfaction. Previous studies by Yoo, Donthu, and Lee (2000) reveal that high-quality products, competitive pricing, intensive promotions, and wide distribution can significantly enhance brand equity. However, these elements must be carefully managed, as improper marketing strategies, such as excessive price promotions, can diminish consumer loyalty.

This study aims to analyze the impact of the marketing mix on Promag’s brand equity and its effect on consumer satisfaction. Elements of the marketing mix, such as product, price, place, and promotion, will be examined to understand their role in creating strong brand equity and influencing consumer decisions. The findings of this study are expected to provide

insights for PT Kalbe Farma in formulating more effective marketing strategies to maintain Promag's position as the market leader in the gastric medicine category.

## METHODS

This study employs a quantitative approach with a descriptive design to analyze the influence of the marketing mix on brand equity and its impact on consumer satisfaction. Primary data were collected through a questionnaire distributed to Promag consumers visiting pharmacies in Tangerang Regency. Respondents were selected using random sampling and a purposive sampling approach, with inclusion criteria including individuals aged 17 years and above, having used Promag products, and willing to complete the questionnaire. The sample size was determined using the Slovin formula with a 5% margin of error, resulting in a total of 220 respondents.

The questionnaire was designed with closed-ended questions using a Likert scale ranging from 1 to 5, reflecting respondents' level of agreement with statements related to the study variables. The variables analyzed included elements of the marketing mix (product, price, place, and promotion) as independent variables, brand equity as a mediating variable, and consumer satisfaction as the dependent variable. The operational definitions of the variables were adapted from relevant marketing theories, with specific indicators such as product quality, price perception, accessibility, and promotion intensity.

$$n = \frac{N}{1 + Ne^2}$$

**Figure 3** Slovin's formula with an error rate of 5%.

The collected data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the aid of SmartPLS software. SEM was chosen for its ability to analyze complex relationships between latent and observed variables simultaneously, both directly and indirectly. The analysis process involved two main stages: measurement model testing (validity and reliability) and structural model testing to identify significant relationships between variables. R-square values and path coefficients were used to measure the contribution and strength of relationships between variables.

The results of the analysis are expected to provide insights into how the elements of the marketing mix contribute to the formation of brand equity and its impact on consumer satisfaction. Thus, this study aims to offer strategic recommendations to PT Kalbe Farma for enhancing the effectiveness of Promag's marketing strategies in the antacid market.

## RESULTS

This study involved 220 respondents, consisting of Promag consumers purposively selected from several pharmacies in Tangerang Regency. The majority of respondents were female (58%), while males accounted for 42%. In terms of age, the largest group of respondents was aged 17–25 years (48%), followed by those aged 26–35 years (32%), 36–45 years (13%), and those over 45 years of age. This indicates that Promag products are most commonly used by the productive age group.

**Table 1** Characteristics of Responden

Responsive Features		Respond	
		Sum	%
Gender	Man	93	42%
	Woman	127	58%
	Total	220	100%
Age	17 - 25 years old	105	48%
	26 - 35 years old	71	32%
	36 - 45 Years old	28	13%
	46 - 55 years old	14	6%
	> 55 years old	2	1%
	Total	220	100%
	Total	220	100%
Education	SD	16	7%
	SMP	23	10%
	SMA/SMK	141	64%
	D3	10	5%
	Bachelor	30	14%
	Total	220	100%
Work	Civil Servant	10	5%
	Private Sector Employee	83	38%
	Entrepreneur	29	13%
	Housewife	39	18%
	Student	44	20%
	Other	15	7%
	Total	220	100%
Income	Below 1 million	83	38%
	1 million - 5 million	129	59%
	5 million - 10 million	8	3.6%
	Total	220	100%

In terms of education, most respondents had a high school diploma (64%), followed by bachelor's degree holders (14%), junior high school graduates (10%), and others with lower educational levels. Regarding employment, the majority of respondents worked as private employees (38%), followed by students (20%), housewives (18%), and entrepreneurs (13%). In terms of income, the majority of respondents earned between IDR 1–5 million per month (59%), while 38% earned below IDR 1 million. These characteristics show that Promag reaches a wide range of consumers, particularly the middle-to-lower income segment.

Validation Test was conducted to assess the accuracy of indicators in representing the research variables, such as the marketing mix, brand equity, and consumer satisfaction. Validity was tested using loading factor values, with a threshold of >0.5 considered valid. All indicators for the variables of product, price, place, promotion, brand equity, and consumer satisfaction showed loading factor values meeting the threshold (>0.5), indicating that the

indicators were valid. For instance, indicators for the product variable had loading factor values ranging from 0.662 to 0.718, while indicators for the promotion variable ranged from 0.644 to 0.787, confirming that all indicators were suitable for further analysis.

**Table 2** Validity Test

Item	Loading	Standart	Information
X1.1	0,662	0,5	valid
X1.2	0,698	0,5	valid
X1.3	0,637	0,5	valid
X1.4	0,718	0,5	valid
X1.5	0,641	0,5	valid
X1.6	0,553	0,5	valid
X2.1	0,712	0,5	valid
X2.2	0,705	0,5	valid
X2.3	0,763	0,5	valid
X2.4	0,680	0,5	valid
X2.5	0,703	0,5	valid
X3.1	0,805	0,5	valid
X3.2	0,824	0,5	valid
X3.3	0,775	0,5	valid
X3.4	0,796	0,5	valid
X4.1	0,690	0,5	valid
X4.2	0,724	0,5	valid
X4.3	0,787	0,5	valid
X4.4	0,644	0,5	valid
X4.5	0,601	0,5	valid
Y1.1	0,593	0,5	valid
Y1.2	0,679	0,5	valid
Y1.3	0,618	0,5	valid
Y1.4	0,694	0,5	valid
Y1.5	0,670	0,5	valid
Y1.6	0,760	0,5	valid
Y1.7	0,703	0,5	valid
Y1.8	0,672	0,5	valid
Y1.9	0,655	0,5	valid
Y1.10	0,655	0,5	valid
Z1.1	0,675	0,5	valid
Z1.2	0,683	0,5	valid
Z1.3	0,740	0,5	valid
Z1.4	0,728	0,5	valid
Z1.5	0,746	0,5	valid

Reliability Test was conducted to evaluate data consistency through Cronbach's Alpha, rho\_A, and Composite Reliability. The results showed that all variables had Cronbach's Alpha values above 0.7, indicating good internal consistency among indicators. For example, the brand equity variable had a Cronbach's Alpha of 0.857 and a Composite Reliability of 0.887, indicating excellent reliability. Similarly, consumer satisfaction showed high reliability with a Cronbach's Alpha of 0.760 and a Composite Reliability of 0.839. These results confirm that all variables were reliable and suitable for statistical analysis.

**Table 3** Cronbach's alpha, rho A and composite reliability tests

Variabel	Cronbach's Alpha	rho_A	Composite reliability
Brand equity (Y)	0.857	0.860	0.887
Price (x2)	0.758	0.760	0.838
Consumer Satisfaction (Z)	0.760	0.762	0.839
Products (x1)	0.717	0.719	0.815
Promotion (x4)	0.729	0.741	0.820
Place (x3)	0.813	0.813	0.877

Equation Analysis used Structural Equation Modeling (SEM) to evaluate the relationships between the marketing mix, brand equity, and consumer satisfaction. The analysis yielded an R-square value of 0.720 for brand equity, indicating that 72% of the variance in brand equity was explained by the marketing mix elements. Meanwhile, the R-square value for consumer satisfaction was 0.494, meaning that 49.4% of the variance in consumer satisfaction was influenced by brand equity and the marketing mix. Additionally, the Adjusted R-square value for brand equity was 0.715, indicating the model's strong predictive capability after adjusting for the number of independent variables.

**Table 4** Equation Test

Variabel	R square	R square Ajusted
Brand equity (Y)	0,720	0,715
Consumer Satisfaction (Z)	0,494	0,482

The analysis also showed that product and promotion variables had the most significant impact on brand equity, while price and place contributed less but were still significant. This suggests that product quality and effective promotions play a central role in building strong brand equity. Path coefficients revealed that brand equity had a direct and significant impact on consumer satisfaction, explaining the causal relationship between the marketing mix elements and consumer loyalty. These findings underline the importance of strategic management of the marketing mix elements to enhance consumer satisfaction and maintain loyalty to the Promag brand.

### Discussions

Descriptive data is to display a general overview of respondents' answers to questions or statements contained in the questionnaire. This questionnaire uses an interval scale of 1-5, the minimum score of the respondent's assessment is 1 and the maximum score is 5 :



**Table 5** Conversion Rate Answer

Conversion rate (Means)	Information
1,00 – 1,80	Very low
1,81 – 2,60	Low
2,61 – 3,40	Keep
3,41 – 4,20	High
4,21 – 5,00	Very high

The descriptive analysis highlights consumer perceptions of Promag’s marketing mix variables—product, price, place, and promotion—based on a 1-5 interval scale (1 = "strongly disagree," 5 = "strongly agree"). The overall mean score for these variables was 3.84, categorized as "high." Among the variables, place had the highest mean score of 4.10, reflecting consumer satisfaction with Promag’s accessibility in various locations, including pharmacies, general stores, and online platforms. Easy access (mean = 4.17) and consistent availability (mean = 4.09) were particularly appreciated. The product variable also received positive evaluations, with effectiveness in treating gastritis scoring 4.05, though the safety for long-term use was rated lower at 3.44. Other aspects, such as ease of use and taste, scored 3.92 and 3.94, respectively, indicating consumer satisfaction with these product attributes.

**Table 6** Descriptive Marketing Mix

No	Marketing mix	Means	Information
Products (x1)			
1	Promag is effective in treating ulcers	4,05	High
2	Promag Side Effects can be overcome	3,79	High
3	Promag is a high-quality product	3,73	High
4	Promag tablets are easy to chew	3,92	High
5	Taste Good / not bitter	3,94	High
6	Promag is safe for long-term use	3,44	High
Price (X2)			
7	Promag price according to my purchasing power	4	High
8	The price of Promag is according to the benefits I get	3,95	High
9	Product price reflects product image and quality	3,69	High
10	Promag's price is competitive with other brands	3,67	High
11	Promag has several price options with certain variants	3,79	High
Place (x3)			
12	The location where you can buy Promag is easily accessible	4,17	High
13	The Promag brand is always available everywhere	4,09	High
14	Promag can be purchased anywhere (online or offline)	4	High
15	The location where to buy Promag is not only in pharmacies (can be taken at medicine/general take)	4,13	High
Promotion (x4)			

No	Marketing mix	Means	Information
16	Promag ads on TV/Radio/Social Media provide useful information	3,79	High
17	Promag product brochures are always up-to-date	3,75	High
18	Promag product leaflets are easy to find/access anywhere	3,7	High
19	Promag often conducts attractive promotions or provides discounts	3,47	High
20	Promag often holds events at certain events	3,47	High

The price variable demonstrated alignment with consumer purchasing power, scoring a mean of 4.00. However, the perception of price reflecting product quality scored slightly lower (mean = 3.69), suggesting a need to reinforce the association between price and perceived value. Promotion, while rated the lowest among the variables, still fell within the "high" category with a mean of 3.79. Consumers found advertisements informative (mean = 3.79) but expressed a desire for more diverse and engaging promotional strategies, such as discounts or events, which scored lower at 3.47.

**Table 7** Descriptive Brand equity

No	Brand equity	Means	Information
1	I know the Promag brand	4,17	High
2	Promag packaging is attractive	3,83	High
3	Promag Preparation Form is a form of preparation that is comfortable to use	3,9	High
4	Promag is a more effective ulcer medicine compared to other brands	3,71	High
5	Promag is a reliable product	3,77	High
6	I am satisfied with the effectiveness of Promag	3,77	High
7	Promag will be the first choice to treat ulcers	3,69	High
8	I will be advocating the use of Promag to colleagues/family	3,72	High
9	If there is another brand that is just as good, I still use Promag	3,63	High
10	I always use Promag when I have ulcer symptoms	3,65	High

These findings indicate that Promag excels in accessibility, product quality, and pricing strategies, but there is an opportunity to enhance promotional efforts to further strengthen consumer engagement and satisfaction.

**Table 8** Descriptive Consumer Satisfaction

No	Consumer Satisfaction	Means	Information
1	No complaints when using promag	3,71	High
2	I am satisfied with the quality of the promaag	3,85	High
3	I am satisfied with the price of the promag product	3,85	High
4	I am satisfied with Promag Products and do not think about moving to another brand (loyal)	3,56	High
5	I am satisfied with the information about the promag brand	3,64	High



In the table below, the t-statistic value = 3.981 > 1.96, indicating that H0 is rejected and H1 is accepted, meaning that variable Y has a positive and significant effect on variable Z. The higher the value of Y, the higher the value of Z, and vice versa. Similarly, it can be concluded that all hypothesis tests are significant except for X2 on Z, X1 on Z, and X4 on Z.

**Table 9** Influence Analysis

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	Information
Product (X1) à Consumer Satisfaction (Z)	0.126	0.136	0.077	1.626	Rejected
Price (X2) à Consumer Satisfaction (Z)	0.080	0.078	0.069	1.158	Rejected
Place (X3) à Consumer Satisfaction (Z)	0.220	0.223	0.073	3.009	Accepted
Promotion (X4) à Consumer Satisfaction (Z)	0.088	0.085	0.063	1.399	Rejected
Produk (X1) to <i>Brand equity</i> (Y)	0.209	0.214	0.066	3.159	Accepted
Price (X2) à <i>Brand equity</i> (Y)	0.280	0.279	0.052	5.328	Accepted
Place (X3) à <i>Brand equity</i> (Y)	0.305	0.300	0.045	6.822	Accepted
Promosi (X4) to <i>Brand equity</i> (Y)	0.324	0.326	0.033	9.948	Accepted
<i>Brand equity</i> (Y) à Consumer Satisfaction (Z)	0.330	0.324	0.083	3.981	Accepted

The research findings indicate that the marketing mix variables have varied effects on consumer satisfaction and brand equity. Product has a negative impact on consumer satisfaction, differing from Nastiti's (2007) findings, which state that product quality generally has a positive impact on satisfaction. This indicates that consumer expectations of Promag's strong brand are not aligned with their experience of using the product. As Heide et al. (2010) assert, post-use product evaluation greatly influences consumer satisfaction, meaning that perceived quality not matching brand image can lead to dissatisfaction. Price also shows a negative impact on consumer satisfaction, supporting Herrmann et al.'s (2007) findings that prices not aligned with perceived benefits can result in dissatisfaction. Levy et al. (2012) further note that prices perceived as too high can reduce consumer loyalty, even for strong brands. Therefore, a more balanced pricing strategy is needed to enhance perceived value and consumer satisfaction. Meanwhile, promotion also negatively impacts consumer

satisfaction, indicating the possibility of overpromising. Nastiti (2007) points out that unrealistic promotion can create overly high expectations, leading to dissatisfaction when those expectations are not met. More relevant, creative, and realistic promotional strategies are required to ensure alignment between consumer expectations and product reality. Conversely, place has a significant positive impact on consumer satisfaction. The ease of accessing products across various offline and online locations provides convenience and boosts consumer loyalty. This aligns with Nastiti's (2007) findings, which state that good accessibility strengthens the relationship between consumers and brands, thereby increasing satisfaction.

Additionally, the marketing mix variables also positively influence brand equity. Product significantly contributes to strengthening brand equity by building trust and a positive image for the brand. Consistent product quality supports consumer trust and loyalty to the brand, as noted by Aaker (1991). Price also has a positive impact on brand equity, where competitive and affordable pricing creates a positive perception of the brand. This finding aligns with Kotler and Keller's (2016) view that pricing consistent with quality strengthens consumer loyalty and enhances brand equity. Furthermore, promotion contributes to improving brand equity by increasing brand awareness and creating positive associations. Yoo, Donthu, and Lee (2000) state that consistent promotion builds long-term loyalty and strengthens the brand's presence in the market. Place also positively impacts brand equity, as high product accessibility instills consumer confidence that the product is always available to meet their needs. Aaker (1991) highlights that product accessibility enhances consumer reliability toward the brand.

Finally, brand equity has been proven to positively influence consumer satisfaction. A brand with a positive image helps shape a good perception of quality, thereby increasing consumer satisfaction. Lukman (2014) states that high brand equity enhances consumer trust in the product, while Simamora (2002) adds that brand equity simplifies consumer understanding of product information and decision-making processes. In the context of Promag, strong brand equity creates a positive perception of quality and increases consumer confidence, thereby improving their satisfaction in using the product.

## CONCLUSION

In this article, it is concluded that research on the influence of the marketing mix of Promag products on consumer satisfaction through brand equity yielded diverse findings. The analysis results indicate that the marketing mix, including price and promotion, has a negative influence on consumer satisfaction, suggesting a gap between consumer expectations and perceived quality. However, the place (distribution) aspect shows a positive influence on consumer satisfaction, as ease of access and product availability are appreciated by consumers. Interestingly, from the perspective of brand equity, all elements of the marketing mix—including product, price, promotion, and place—positively influence brand equity development. Furthermore, the established brand equity has been proven to have a positive effect on consumer satisfaction. These findings suggest that although some aspects of the marketing mix need quality improvements to meet consumer expectations, overall, Promag's

marketing strategy has successfully built strong brand equity and contributed positively to consumer satisfaction.

## REFERENCE

- Aaker, D. A. (1997). *Manajemen ekuitas merek: Memanfaatkan nilai dari suatu merek* (A. Aris, Terj.). Spektrum Mitra Utama-Prentice Hall.
- Badan Pusat Statistik. (2023, February 12). *Persentase penduduk yang mengobati sendiri selama sebulan terakhir*. <https://www.bps.go.id/indicator/30/1974/1/persentase-penduduk-yang-mengobati-sendiri-selama-sebulan-terakhir.html>
- Ghozali, I. (2016). *Aplikasi analisis multivariete dengan program IBM SPSS* (Edisi 8). Badan Penerbit Universitas Diponegoro.
- Guiltinan, J. P. (1997). *Marketing management: Strategies and programs* (6th ed.). McGraw-Hill Companies.
- Hair, J. F., Jr., et al. (2011). *Multivariate data analysis* (5th ed.). Prentice-Hall.
- Haryani, V. P. (2024). *Pengaruh brand equity terhadap keputusan pembelian produk kosmetik Wardah*. *Jurnal Manajemen Pemasaran*, 12(2), 57-65.
- Heriyanto, M. (2015). *Analisis strategi bersaing industri bisnis farmasi/apotek di Kota Pekanbaru*. *Universitas Riau*, 2(2), 1-14.
- Honifa. (2021). *Pengaruh kompetensi sumber daya manusia dan kualitas pelayanan terhadap kepuasan pasien umum yang berdampak kepada berkunjung kembali di klinik adila Kab. Bogor* [Tesis]. Universitas Jakarta.
- Indrianti, P. (2018). *Pergamum harga, atribut produk, promosi dan ketersediaan barang terhadap alih merek (brand switching) anti nyamuk oles, serta implikasinya terhadap kepuasan konsumen* [Tesis]. Universitas Jakarta.
- Komarudin, D. (2019). *Pengaruh bauran pemasaran Panadol untuk nyeri kepala terhadap keputusan pembelian dan kepuasan serta dampaknya terhadap loyalitas konsumen di Jakarta Timur* [Tesis]. Program Pascasarjana Universitas Borobudur.
- Kotler, P. (2000). *Marketing management: The millennium edition*. Prentice Hall.
- Kotler, P. (2003). *Marketing management* (11th ed.). Indeks Kelompok Gramedia.
- Kotler, S. P. (2009). *Manajemen pemasaran di Indonesia*. PT Salemba Emban Patria.
- Kurniasari, S. (2021). *Tingkat pengetahuan masyarakat Desa Bettet Pamekasan tentang penggunaan obat bebas dan obat bebas terbatas untuk swamedikasi*. Universitas Gorontalo.
- Mawaddah, G. (2018). *Analisis penerapan strategi marketing mix dalam upaya meningkatkan penjualan pada apotek azhar farma banjarmasin*. Universitas Islam Kalimantan Muhammad Arsyad Al Banjari.
- Permatasari, L. Y. (2022). *Analisis brand equity pada produk susu UHT Tetra Pack 200 ml di Toserba Yogya Cimanggu Kota Bogor*. *Jurnal Manajemen dan Bisnis*, 10(1), 105-120.
- Promag Indonesia. (2023, February 12). *About us*. <https://promag.id/about>
- Purbaningsih, E. S. (2020). *Analisis faktor gaya hidup yang berhubungan dengan resiko kejadian gastritis berulang*. *Syntax Idea*, 2(5), 50-60.
- Rangkuti, F. (2002). *Measuring customer satisfaction*. Gramedia.

- Sampurno. (2011). Manajemen pemasaran farmasi. Gadjah Mada University Press.
- Silaban, E., & Arini. (2010). Analisis perbandingan elemen-elemen brand equity pada produk obat maag merek Promag dan Mylanta. Jakarta.
- Sugiono. (2022). Metode penelitian. Alfabeta.
- Top Brand Award. (2023, February 12). <https://www.topbrand-award.com/>
- Ulum, M. (2014). Analisa structural equation modeling (SEM) untuk sampel kecil dengan pendekatan partial least square (PLS). Universitas Jember.
- Utami, E. (2017). Studi kualitatif peredaran obat bebas dan obat bebas terbatas pada warung-warung di kota Padang. Universitas Padang.