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The Analysis Of The Impact Of Price, Product, And Accessibility On Consumer Purchase Decisions In Online And Offline Services At Pharmacies In Bekasi City

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ABSTRACT
The advancement of technology and the increasing demand for convenience among consumers have prompted pharmacy business players to develop online-based services. This study aims to analyze the impact of price, product, and accessibility on purchasing decisions for medications in online and offline pharmacy services in the Bekasi City area. Using a quantitative approach, this study collected data through questionnaires distributed to 200 respondents, consisting of users of both online and offline pharmacy services. The analytical techniques used include Pearson correlation and Mann-Whitney U test. The results of the Pearson correlation test indicate that price has a moderate impact on consumer purchasing decisions with an r value of 0.562, product has a strong impact with an r value of 0.768, and accessibility has a moderate impact with an r value of 0.478. The Mann-Whitney U test shows no significant difference between price and accessibility in online and offline pharmacies, while a significant difference was found in product availability, with a p value of 0.0466. This study concludes that price and accessibility can influence consumer purchasing decisions, though with moderate impact, while the availability of a wider range of products, particularly in online pharmacies, has a greater influence on purchasing decisions.

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INTRODUCTION

Pharmacies play an important role in the Indonesian public health system as a means to provide pharmaceutical services involving the practice of pharmacists (Republic of Indonesia, 2016). Along with the advancement of technology and the increasing demand for easier access to healthcare, the pharmacy business landscape in Indonesia has undergone significant changes. In recent years, the number of pharmacies in Indonesia has seen rapid growth. According to data from the Health Department, in 2011, there were 16,725 pharmacies in Indonesia, and this number continued to rise to 26,658 pharmacies by 2018 (KBBI, 2016). This increase reflects a growing public awareness of the importance of pharmacies as an integral part of the healthcare system.

Specifically in the city of Bekasi, the development of pharmacies shows a similar trend. According to the report from the Bekasi City Health Department, in 2020, there were 568

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pharmacies in the region, with significant growth over the past five years, from 2016 to 2020, which saw an addition of 398 new pharmacies and extensions of pharmacy licenses (Bekasi City Health Department Report). This increase in the number of pharmacies is evidence that the pharmacy sector is expanding and increasingly meeting the public's needs for medication and other pharmaceutical services.

In this context, technological advancements also play a role in the transformation of the pharmacy business. The growth of e-commerce has penetrated various sectors, including pharmacies. Online buying platforms such as Apotik-Antar, Go-Apotek, GoodDoctor, and Halodoc have become trends in online drug sales. Additionally, major companies such as Kimia Farma and K-24 have launched their own e-commerce platforms, like Mediv and K24 Klik, which allow consumers to purchase medicines online more easily and quickly (Laudon & Laudon, 2016). This business model provides convenience for consumers who no longer need to visit physical pharmacies, thus speeding up the purchasing process and reducing queues.

E-commerce in the pharmacy sector also offers various benefits to consumers, such as more competitive prices, a wider range of products, and additional services such as consultations and medication delivery (Laudon & Laudon, 2016). With the increasing interest in online transactions, online pharmacies have become an attractive option for consumers seeking convenience and comfort in purchasing healthcare products without leaving their homes. This is also supported by research conducted by Welfin Dysyandi (2019), which shows that the online-based modern pharmacy concept is well-accepted by the public, despite some opinions that prices of products at online pharmacies tend to be about 10% higher compared to conventional pharmacies (Welfin et al., 2019).

Along with these developments, it is important to understand the factors that influence consumer purchase decisions when choosing between online pharmacies and conventional pharmacies. Factors such as price, product availability, and accessibility are key considerations for consumers when purchasing medication (Assegaf, 2009). Therefore, research on consumer purchasing decisions in online pharmacies and its impact on pharmacy revenue is essential, especially to assist stakeholders in formulating effective marketing strategies to increase transaction volume and enhance the competitiveness of pharmacies in the market.

A pharmacy is a facility for pharmaceutical services where pharmaceutical practices are carried out by a pharmacist. The services provided at a pharmacy involve full responsibility for the patient, covering various aspects related to medications, medical devices, and consumable medical supplies. The primary goal of pharmaceutical services is to improve the quality of life for patients. In addition, pharmacies play a role in providing the right medication, offering accurate information about drug usage, and monitoring the therapy provided to patients. Therefore, pharmacies are not only places to buy medicine but also serve as an important source of health information for the community.

The Standard of Pharmaceutical Services (SPK) is a guideline used by pharmaceutical professionals to deliver services in pharmacies. This SPK covers various aspects of medication management, medical devices, and consumable medical supplies, with the aim of ensuring that the services provided can improve the quality of life for patients. Comprehensive and

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responsible pharmaceutical services include providing information about medications and counseling to patients, as well as monitoring therapy to ensure that patients derive maximum benefit from the prescribed medication. In this regard, pharmacies play a crucial role in supporting more effective and efficient treatment processes.

In today's digital era, online pharmacies have become a highly beneficial solution for the community. Online pharmacy services allow consumers to obtain medication without having to visit a pharmacy in person. This provides convenience for consumers to select the products they need, consult with pharmacists, and purchase medications without having to queue. Additionally, online pharmacies offer the convenience of having medications delivered directly to the consumer's home, making it a practical and efficient choice. With various promotions and discounts, online pharmacies are increasingly popular among the public.

Pharmaceutical services conducted electronically, also known as telepharmacy, are regulated by the Minister of Health Regulation (Permenkes) of the Republic of Indonesia No. 14 of 2021. This regulation provides guidelines for the implementation of electronic pharmaceutical services that can be used for commercial purposes in the healthcare sector. In online pharmacies, consumers can access a variety of pharmaceutical products, such as medications, medical devices, and consumable medical supplies, all of which come with guarantees of product quality and authenticity. With the continuous development of technology and supporting regulations, online pharmacies have become a highly relevant option in meeting the public's need for accessible healthcare services.

According to the Minister of Health Regulation (Permenkes) of the Republic of Indonesia No. 14 of 2021, the Standard of Pharmaceutical Services in Pharmacies serves as a reference for pharmaceutical professionals in performing their duties. Pharmaceutical services are no longer focused solely on drug management (drug-oriented), but also include clinical pharmacy services aimed at improving patients' quality of life in a comprehensive manner. The role of pharmacists in these services involves enhancing knowledge, skills, and behavior to enable direct interaction with patients. One form of this interaction is providing information about medications and counseling that helps patients understand the proper use of drugs. These service standards are divided into two types of activities: managerial activities that involve the management of pharmaceutical preparations, medical devices, and consumable medical supplies, and clinical pharmacy services focused on providing services related to the use of medications. Both types of activities must be supported by competent human resources, adequate facilities and infrastructure, and clear, standardized procedures. This is to ensure that pharmacies can provide optimal services to patients and the community as a whole.

Consumer purchasing decisions are influenced by various factors related to the product, place, method, quantity, time, and reasons for purchase. Consumers will consider factors such as economic, technological, political, and cultural aspects before ultimately deciding to purchase a product. In the context of pharmacies, purchasing decisions can be influenced by these factors, with the choice of the right medication or health product being the primary focus in the decision-making process (Kotler & Armstrong, 2008). There are several factors that influence purchasing decisions, including cultural, social, personal, and psychological factors. Cultural factors refer to the values and customs within a society that can influence a

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person's desires and behavior when purchasing a product. Social factors involve the influence of social groups, such as family or friends, on a person's decision to choose a product. Personal factors also play an important role, such as age, occupation, and the individual's economic situation. Meanwhile, psychological factors include internal drives, motivations, perceptions, and beliefs that shape consumer preferences for a product (Aisyah, 2016).

The purchasing decision process generally goes through five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The first stage is need recognition, where consumers become aware of a need or problem that must be addressed, such as the need for a specific medication. After that, consumers will seek relevant information from personal, commercial, or public sources. The next stage is the evaluation of alternatives, where consumers compare various product options available based on the information they have gathered (Kotler & Armstrong, 2008). The purchase decision is the final stage of this process, where consumers select the product that best meets their needs. This decision is also influenced by factors such as purchase intentions and environmental influences. After the purchase, consumers may experience post-purchase behavior, which involves satisfaction or dissatisfaction with the product they bought, potentially influencing future purchasing decisions. All these stages are interrelated and play a crucial role in determining consumer choices when buying products at a pharmacy (Engel et al., 1994).

Price is one of the elements in the marketing mix that plays an important role in purchasing decisions. Proper pricing can influence demand levels and the success of a product in the market. Prices that are too high or too low can hinder product development, while correctly set prices will create a positive perception of the product. Therefore, pricing strategies must align with other marketing strategies and be adjusted to market conditions and consumer purchasing power (Manap, 2016). Price can also reflect the image of a product or brand. For example, high prices can create an image of luxury and exclusivity, while lower prices can create an image of value or affordability. Additionally, competitive pricing can be a tool to win the competition in price-sensitive markets. Therefore, companies must consider various factors such as consumer price sensitivity, government regulations, and the purchasing power of the public when setting product prices (Tjiptono, 2016).

Product completeness in pharmacies is crucial for meeting consumer needs. The variety of products sold, such as different types of medications with varying brands and qualities, can attract consumer interest. In addition, adequate product availability and a wide range of brand choices are important indicators of the completeness of the products offered (Adisaputro, 2014). Accessibility, or the ease with which consumers can obtain products, is also a key factor in the purchasing decision. Accessibility to healthcare services includes consumers' ability to easily access pharmaceutical services, both physically and through available online platforms (Shengelia et al., 2005). This accessibility also includes factors such as resource availability, affordability, and the quality of services provided. With the growth of online pharmacies, accessibility has become broader, allowing consumers to obtain pharmaceutical products more easily and quickly without having to leave their homes (Frank, 1992).

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Therefore, this article aims to analyze consumer purchasing decisions in online and non-online pharmacies by examining the influence of price, product, and accessibility on purchasing decisions. Based on the problem formulation presented, this research will explore how these factors affect consumer choices in selecting pharmacies, whether offering online or non-online services. The research questions posed are: how does price influence purchasing decisions for medications in online and non-online pharmacies, how does product influence purchasing decisions, and how does accessibility affect purchasing decisions in both types of pharmacies?

METHOD

This research uses a survey method as the primary approach to achieve the research objectives. The method involves utilizing questionnaires as a data collection tool from a predetermined sample of the population. The survey approach enables the researcher to identify relationships between various variables that influence consumer purchase decisions, both in online and offline pharmacies, through correlation tests conducted after data collection. The conceptual framework of the research illustrates the relationship between three main variables: price, product, and accessibility, on consumer purchase decisions. Price is defined as the amount of money consumers must pay to obtain a particular product or service, including aspects such as discounts, affordability, and the alignment of price with the benefits obtained. Product includes factors like quality, variety, and authenticity of the items offered. Accessibility refers to the ease with which consumers can access pharmaceutical services, both physically and through digital platforms. The operational definitions of the variables in this study are detailed to ensure clarity in measurement. These variables encompass various dimensions such as respondent characteristics, price, product, accessibility, online service, offline service, and purchase decisions. Each variable has indicators that are measured using ordinal or nominal scales, depending on the nature of the data.

This study uses a quantitative approach with a descriptive design to provide an overview of consumer purchase decisions in online and offline pharmacies, as well as to analyze how these factors affect pharmacy sales. The quantitative method was chosen because the study uses numerical data that will be analyzed statistically. The research was conducted in the Bekasi City area, covering five main regions: Bekasi Kota, Bekasi Timur, Bekasi Barat, Bekasi Selatan, and Bekasi Utara. Data collection took place from November 2022 to January 2023. The research population consists of all pharmacies in the Bekasi City area, and a sample of 10 pharmacies was selected, consisting of five online pharmacies and five offline pharmacies, chosen based on regional division. The study respondents totaled 200 individuals, with 100 respondents from online pharmacies and 100 from offline pharmacies. Respondents were selected using purposive sampling with inclusion criteria: customers who had purchased medicine at a pharmacy, aged between 20 and 55 years, willing to participate until the research was completed, and who had either purchased online or visited the pharmacy in person. Respondents who did not complete the questionnaire, were unwilling to participate, or had no experience purchasing medicine were excluded from the study.

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Primary data was collected through interviews using questionnaires, while secondary data was obtained from documents from relevant institutions. Data collection techniques included field surveys, direct interviews, and literature studies. All data were analyzed descriptively and analytically using SPSS software to provide an overview of the research results. The analysis included validity, reliability, normality, and Pearson correlation tests to ensure that the data used is accurate and reliable. The data analysis design in this study includes depicting the socio-demographic characteristics of the respondents, such as gender, status, education, and occupation. The questionnaire data obtained was tested for normality statistically. Validity testing was performed to ensure that the instruments used measured what they were intended to measure, while reliability was used to evaluate the consistency of the measurement tools. Normality was checked to ensure that the data distribution met statistical assumptions, and Pearson correlation tests were used to determine the relationships between variables.

The research procedure began by requesting research permission from both online and offline pharmacies in the Bekasi City area. Once permission was granted, the research proceeded with steps that included determining the population and sample size, collecting primary data through questionnaires completed by respondents, and conducting observations on activities related to purchasing decisions at pharmacies. Secondary data included sales transaction reports and customer data from pharmacies, among other things. The collected data were then analyzed using SPSS software to perform validity, reliability, normality, and correlation tests. Data processing and analysis involved examining various factors such as gender, age, status, education, occupation, pharmacy revenue, and customer numbers, using various statistical tests to ensure the results were valid and reliable.

RESULT AND DISCUSSION

This study involved 200 respondents, consisting of 100 consumers from online pharmacies and 100 consumers from offline pharmacies in the Bekasi City area. The respondents were selected using an accidental sampling method from 10 pharmacies (5 online and 5 offline) located across five regions: Bekasi City, West, East, South, and North Bekasi. The sample was calculated based on the average number of visitors making medication purchases over three months, with 415 people at online pharmacies and 853 people at offline pharmacies. The questionnaire distribution took place from November 2022 to January 2023.

The socio-demographic characteristics of the respondents show that the majority were female, with a proportion of 60% at online pharmacies and 65% at offline pharmacies. This indicates a dominance of female consumers in medication purchases, possibly due to women's tendency to be more thorough and consider various factors in purchase decisions compared to men. In terms of age, the 26-35 age group dominated, comprising 52% at online pharmacies and 48% at offline pharmacies. This age range is considered productive and tends to have a significant influence on purchase decisions based on personal factors, such as preferences and needs.

The majority of respondents were married, with 79% at online pharmacies and 76% at offline pharmacies. This suggests that marital status can be a factor influencing purchase

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decisions, as family responsibilities often affect preferences for safe, high-quality, and affordable products. In terms of education, respondents with a bachelor's degree (S1) were more dominant at online pharmacies (45%) compared to offline pharmacies (35%). Higher education levels allow respondents to better understand product information, enabling them to make more rational decisions aligned with their needs.

From an occupational perspective, respondents employed in private sectors represent the largest group, with 46% in online pharmacies and 33% in non-online pharmacies. This suggests that private-sector employees, who typically exhibit high mobility and have better access to technology, are more likely to utilize online pharmacy services. On the other hand, other occupational categories, including students and civil servants, show a smaller but still relevant distribution, which influences their choices between online and non-online pharmacies.

Validity testing is a procedure aimed at ensuring that all items in a questionnaire are understood and can be answered by respondents in accordance with the subject matter being investigated. Validity testing is performed to assess the degree of validity of the questionnaire instrument used in data collection and to determine whether the items presented in the questionnaire accurately reflect what is being studied. Therefore, prior to administering the questionnaire to respondents, a validity test is conducted by distributing a questionnaire to a sample of respondents.

Table 1 Question Validity Test Table

Item	R Calculation	R table	Decisions
P1	0,551	0,361	Valid
P2	0,484	0,361	Valid
P3	0,459	0,361	Valid
P4	0,368	0,361	Valid
P5	0,502	0,361	Valid
P6	0,468	0,361	Valid
P7	0,450	0,361	Valid
P8	0,571	0,361	Valid
P9	0,412	0,361	Valid

The results of the validity test indicate that all items in the questionnaire have an R calculated value greater than the R table value (0.361), thus they are considered valid. After the validity test, a reliability test was conducted to measure the consistency and stability of the questionnaire. A Cronbach's Alpha value of 0.752 indicates that the instrument has a good level of reliability and can be relied upon for further data collection.

Table 2 Result Reliability Statistics

Result Reliability Statistics	
Cronbach's Alpha	N of Items
.752	9

Additionally, a normality test was conducted using the Kolmogorov-Smirnov and Shapiro-Wilk methods to determine the data distribution. The results showed that all variables—price, product, and accessibility—had significance values below 0.05, indicating

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that the data did not follow a normal distribution. Therefore, data analysis was carried out using non-parametric statistical methods, which are more suitable for this type of data distribution.

The normality test was performed using the Kolmogorov-Smirnov and Shapiro-Wilk methods. The results showed that all variables had a significance value of 0.000 (< 0.05), indicating that the data did not follow a normal distribution. Subsequent statistical analysis was performed using non-parametric methods.

Table 3 Tests Of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Total_Price	.248	200	000	.816	200	.000
Total_Score	.395	200	.000	.665	200	.000
Total_Accessibility	.469	200	..000	.548	200	.000
Score_Value	.195	200	.000	.898	200	.000

a. Lilliefors Significance Correction

The conclusion from the normality test above is that the significance value for all variables is 0.000 < 0.05, indicating that the variables are not normally distributed. Price is often one of the main considerations for consumers when deciding to make a purchase, especially in the case of purchasing medication. Based on respondents' feedback regarding purchase decisions influenced by price, the results from both online pharmacies and non-online pharmacies showed similar findings.

Table 4 Purchase Decision on the Price Dimension in Online Services

Purchase Decision	Indicator	N (100)	Percentage%
Price	1. I Will Buy Medicine Because The Price Of Medicine Is Affordable Or Cheap		
	Yes	74	74%
	No	26	26%
	2. I Bought The Drug In The Pharmacy Because The Price Was In Accordance With The Benefits Received		
	Yes	75	75%
	No	25	25%
	3. I Buy Medicine At The Pharmacy Because I Often Get Price Discounts		
	Yes	75	75%
	No	25	25%
	3. I Buy Medicine At The Pharmacy Because They Often Have Price Promotions.		
	Yes	78	78%
	No	22	22%
Average Consumer Choice	Yes		75.5%
	No		24.5%

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In online pharmacies, respondents indicated that 74% found the medication prices affordable, 75% considered the prices appropriate for the benefits received, 75% reported frequently receiving discounts, and 78% acknowledged that promotional programs influenced their purchase decisions. On average, 75.5% of respondents considered price to be an important factor in purchasing medication from online pharmacies. These results align with the responses in the table above, which show that 74% of respondents felt that the medications sold in online pharmacies were still affordable, 75% believed the prices were in line with the benefits received, 75% often received discounts, and 78% felt that promotional programs influenced their purchase decisions.

Tabel 5 Purchase Decision on the Price Dimension in Non Online Services

Purchase Decision	Indicator	N (100)	Percentage%
Price	1. I Will Buy Medicine Because The Price Of Medicine Is Affordable Or Cheap		
	Yes	75	75%
	No	25	25%
	2. I Buy Medicine At The Pharmacy Because The Price Is In Line With The Benefits I Receive.		
	Yes	75	75%
	No	25	25%
	2. I Buy Medicine At The Pharmacy Because I Often Get Price Discounts		
	Yes	70	70%
	No	30	30%
	3.I Buy Medicine At The Pharmacy Because They Frequently Have Price Promotions.		
	Yes	70	70%
	No	30	30%
Average Consumer Choice	Yes		72.5%
	No		27.5%

On the other, in non-online pharmacies, 72.5% of respondents also stated that price influences their purchase decisions, although this is slightly lower compared to online pharmacies. This indicates that price remains a very important factor in medication purchase decisions, both in online and non-online pharmacies.

Product plays a crucial role in influencing consumer purchase decisions, both in online and non-online pharmacies. Consumers tend to consider various aspects of the product, such as quality, completeness, and authenticity, before deciding to purchase medication. In online pharmacies, ease of access and attractive offers like discounts and promotions further enhance the appeal of the product, while in non-online pharmacies, direct interaction with pharmacists and the assurance of product quality remain important factors.

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Table 6 Purchase Decision on the Product Dimension in Online Services

Purchase Decision	Indicator	N (100)	Percentage %
Product	1. I Will Buy Medicine Because Of Quality Medicine Products		
	Yes	85	85%
	No	15	15%
	2. I Will Buy Medicine Because The Pharmacy Has A Complete Range Of Products		
	Yes	72	72%
	No	28	28%
	3. I Will Buy The Medicine Because The Original Product Is Guaranteed		
	Yes	84	84%
	No	16	16%
Average Consumer Choice	Yes		80.33%
	No		19.67%

The table above shows respondents' feedback regarding the product dimension in online pharmacies. A total of 85% of respondents rated product quality as the main reason for purchase, 75% considered the availability of complete products, and 85% felt that the products sold were guaranteed authentic. This indicates that products sold in online pharmacies have good quality, sufficient completeness, and guaranteed authenticity, all of which influence the respondents' purchase decisions. On average, 80.33% of respondents stated that the product influenced their purchase decision.

In general, 85% of respondents in online pharmacies rated product quality as the reason for purchase, 72% considered the availability of complete products, and 84% felt that the products sold were guaranteed authentic. Thus, the factors of quality, completeness, and authenticity of products significantly influence purchase decisions in online pharmacies.

Table 7 Purchase Decision on the Product Dimension in Non Online Services

Purchase Decision	Indicator	N 100)	Percentage %
Product	1. I Will Buy Medicine Because Of Quality Medicine Products		
	Yes	70	70%
	No	30	30%
	2. I Will Buy Medicine Because The Product Is A Complete Medicine		
	Yes	66	66%
	No	34	34%
	3. I Will Buy The Medicine Because The Product Is Authentic And Guaranteed		
	Yes	62	62%
	No	38	38%
Average Consumer Choice	Yes		66%
	No		34%

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Meanwhile, in non-online pharmacies, the percentage for each indicator is 70% for quality, 66% for completeness, and 62% for product authenticity, with an average of 66%. This indicates that although product quality remains an important factor, the factors of completeness and authenticity of products in non-online pharmacies have a lower influence compared to online pharmacies.

Accessibility is an important factor in influencing consumer purchase decisions, both in online and non-online pharmacies. The ease of accessing facilities or platforms is one of the main considerations for consumers when choosing a place to purchase medication

Table 8 Purchase Decision on the Accessibility Dimension in Online Services

Purchase Decision	Indicator	N (100)	Percentage %
Accessibility	1. To Reach The Facilities And Pharmacy Platform Including Easy To Find		
	Yes	72	72%
	No	28	28%
	2. Purchasing Medicine Online Will Make It Easier For Us To Buy Medication.		
	Yes	75	75%
	No	25	25%
Average Consumer Choice	Yes		73.5%
	No		26.5%

In the table above, respondents' feedback based on the accessibility dimension shows that 72% of respondents found the facilities and platforms of online pharmacies easy to access, while 75% stated that online purchasing made it easier for them to obtain medications. On average, accessibility influenced 73.5% of respondents in online pharmacies. These results align with the data showing that, in online pharmacies, the majority of respondents considered ease of access an important factor in their purchase decision.

Table 9 Purchase Decision on the Accessibility Dimension in Non Online Services

Purchase Decision	Indicator	N (100)	Percentage%
Accessibility	1. To Reach The Facilities And Pltform Of Pharmacy Services Including Easy To Find		
	Yes	80	80%
	No	20	20%
	2. Purchasing Medicine Offline Will Make It Easier For Us To Buy Medication.		
	Yes	72	72%
	No	28	28%
Average Consumer Choice	Yes		76%
	No		24%

On the other, non-online pharmacies showed slightly higher results, with 80% of respondents finding it easy to access physical facilities and 72% feeling that purchasing was easier when done in person, resulting in an average of 76%. This indicates that, although

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online pharmacies offer convenience in terms of access, non-online pharmacies still have an advantage in terms of ease of accessing physical facilities.

Pearson correlation test is a statistical method used to measure the strength and direction of the relationship between two variables. This test produces a correlation coefficient that indicates the degree of relationship between the variables being tested.

Table 10 Table Of Price for Purchasing Decisions

Correlations

		Total Score	Total Price
Total score	Pearson Correlation	1	.768**
	Sig. (2-tailed)		.000
	N	200	200
Total Product	Pearson Correlation	.562**	1
	Sig. (2-tailed)	.000	
	N	200	200

Variable	R		*p value*	Information
Price	Positive	0,5620	0,000	Correlated
Purchase decision				

The results of the statistical test using Pearson correlation test show a significant relationship between the dimensions of price, product, and accessibility with purchase decisions. The price dimension has a positive correlation with purchase decisions ($r = 0.562$, $p < 0.05$), which means that the higher the price dimension, the higher the purchase decision. This result indicates that there is a significant moderate relationship between price and purchase decision.

Furthermore, testing was conducted to analyze the relationship between the product dimension and purchase decisions. This test aims to identify the significant relationship between the two variables and to determine the extent to which the product dimension influences the decisions made by consumers.

Table 11 Table Of Product for Purchasing Decisions

Correlations

		Total Score	Total Products
Total score	Pearson Correlation	1	.562**
	Sig. (2-tailed)		.000
	N	200	200
Total Product	Pearson Correlation	.768**	1
	Sig. (2-tailed)	.000	
	N	200	200

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Variabel	R		*p value*	Information
Product Purchase decision	Positive	0,768	0,000	Correlated

The results of the statistical test using the correlation test show that the analysis indicates a p-value of 0.000 < 0.05, which signifies a significant relationship between the product dimension and purchase decisions. The relationship between the two variables is a positive one, meaning that the higher the product dimension, the higher the purchase decision. The strength of the correlation between the product dimension and purchase decision is strong, with a correlation coefficient of r = 0.768.

Meanwhile, the accessibility dimension also plays an important role in purchase decisions. The statistical test results using the correlation test show a significant relationship between the accessibility dimension and purchase decisions.

Table 12 Accessibility for Purchasing Decisions

Correlations

		Total Score	Total Accessibility
Total score	Pearson Correlation	1	.478**
	Sig. (2-tailed)		.000
	N	200	200
Total Access	Pearson Correlation	.478**	1
	Sig. (2-tailed)	.000	
	N	200	200

Variable	R		*p value*	Information
Accessibility Purchase decision	Positve	0,478	0,000	Correlated

The results of the statistical test using the correlation test show that the analysis indicates a p-value of 0.000 < 0.05, which signifies a significant relationship between the accessibility dimension and purchase decisions. The relationship between the two variables is a positive one, meaning that the higher the accessibility dimension, the higher the purchase decision. The strength of the correlation between the accessibility dimension and purchase decision is moderate, as indicated by r = 0.478.

The number of customers in online pharmacies shows significant dynamics in recent months, reflecting fluctuations that may illustrate various factors influencing consumer behavior.

Table 13 Data Amount of Online Service Pharmacy Pharmacy Customers

Online Pharmacy	Nov	Dec	Jan	Average	Sum Nov-Dec	Sum Dec-Jan
Pharmacy 1	415	390	425	410	805	815
Pharmacy 2	415	440	435	430	860	865
Pharmacy 3	485	470	455	470	935	925
Pharmacy 4	390	420	420	410	810	840
Pharmacy 5	455	420	445	440	885	855

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Based on the customer data of Online Pharmacy Services, there were variations in the number of transactions across five pharmacies from November to January. In Pharmacy 1, the number of customers decreased by 25 transactions, from 415 in November to 390 in December, but then increased by 35 transactions to 425 in January, with a monthly average of 410 transactions. In Pharmacy 2, there was an increase from 415 transactions in November to 440 transactions in December, but a decrease of 5 transactions to 435 in January, with a monthly average of 430 transactions.

Meanwhile, Pharmacy 3 showed a gradual decrease of 15 transactions, from 485 in November to 470 in December, and then decreased again by 15 transactions to 455 in January. This pharmacy had a monthly average of 470 transactions. Pharmacy 4 showed an increase from 390 transactions in November to 420 in December, remaining stable in January, with a monthly average of 410 transactions. Finally, Pharmacy 5 recorded a decrease of 35 transactions, from 455 in November to 420 in December, before increasing again by 25 transactions to 445 in January, with a monthly average of 440 transactions.

Table 14 Data Amount Non Online Service Pharmacy Pharmacy Customers

Online Pharmacy	Nov	Dec	Jan	Average	Sum Nov-Dec	Sum Dec-Jan
Pharmacy 1	880	895	865	880	1775	1745
Pharmacy 2	870	825	855	850	1695	1680
Pharmacy 3	880	860	840	860	1740	1700
Pharmacy 4	800	840	820	820	1640	1660
Pharmacy 5	890	880	900	890	1770	1780

Based on the customer data of Non-Online Pharmacy Services, there is fluctuation in the number of transactions across five pharmacies during the period from November to January. In Pharmacy 1, the number of customers increased by 15 transactions, from 880 in November to 895 in December, but then decreased by 30 transactions to 865 in January. With a monthly average of 880 transactions, the total transactions for the November-December period reached 1,775, while the December-January period slightly decreased to 1,745 transactions.

In Pharmacy 2, the number of customers decreased by 45 transactions, from 870 in November to 825 in December, before increasing again by 30 transactions to 855 in January. With a monthly average of 850 transactions, the total transactions for the November-December period were 1,695, while for the December-January period, they were 1,680. Pharmacy 3 showed a gradual decline, from 880 transactions in November to 860 in December (a decrease of 20 transactions), and then decreased again by 20 transactions to 840 in January. This pharmacy had a monthly average of 860 transactions, with a total of 1,740 transactions for the November-December period, and 1,700 for the December-January period.

In Pharmacy 4, there was an increase of 40 transactions, from 800 in November to 840 in December, followed by a decrease of 20 transactions to 820 in January. With a monthly average of 820 transactions, the total transactions for the November-December period were 1,640, while for the December-January period, they increased to 1,660. Finally, Pharmacy 5

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showed a small fluctuation, from 890 transactions in November to 880 in December (a decrease of 10 transactions), before increasing again by 20 transactions to 900 in January. This pharmacy had a monthly average of 890 transactions, with a total of 1,770 transactions for the November-December period, and 1,780 for the December-January period.

Consumer purchase decisions in pharmacies can be influenced by various factors, including price, product, and accessibility. In the context of online and non-online pharmacy services, the difference in the influence of these three factors on purchase decisions is the main focus of this study. The influence of price, product, and accessibility was tested using the Mann-Whitney test to determine significant differences between the two types of pharmacies.

Table 15 Price Statistics Test

Uji Mann-Whitney	Value
Value U (Statistics)	505.0
Value p (p-value)	0,88825
Conclusion	Insignificant

The influence of price on online and non-online pharmacy services on consumer purchase decisions shows that there is no significant difference between the two. Based on the results of the Mann-Whitney test, the obtained p-value is 0.312, which is greater than 0.05. This leads us to fail to reject the null hypothesis (H0), which states that there is no significant difference between the prices at online and non-online pharmacies in influencing consumer purchase decisions. In other words, the price at both types of pharmacies does not have a significantly different influence on the purchase decisions made by consumers.

Table 16 Product Statistics Test

Uji Mann-Whitney	Value
Value U (statistics)	4594
Value p (p-value)	0,0466
Conclusion	Significant

The influence of product on online and non-online pharmacy services on consumer purchase decisions shows a significant difference. Based on the results of the Mann-Whitney test, the obtained p-value is 0.0466, which is less than 0.05. This leads us to reject the null hypothesis (H0), which states that there is no significant difference in the influence of products on purchase decisions between online and non-online pharmacies. Therefore, there is statistical evidence indicating a significant difference between the two types of pharmacies in influencing consumer purchase decisions, particularly with regard to the product factors offered.

Table 17 Accessibility Statistic Test

Uji Mann-Whitney	Nilai
Value U (statistics)	63,5
Value p (p-value)	0,312
Conclusion	Insignificant

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The influence of accessibility on online and non-online pharmacy services on consumer purchase decisions shows no significant difference. Based on the results of the Mann-Whitney test, the obtained p-value is 0.88825, which is greater than 0.05. Therefore, we fail to reject the null hypothesis (H0), which states that there is no significant difference in accessibility between online and non-online pharmacies in influencing consumer purchase decisions. Thus, there is no statistical evidence to suggest that the difference in accessibility between the two types of pharmacies significantly affects consumer purchase decisions.

CONCLUSIONS

Based on the results and discussion, the following conclusions can be drawn. First, the correlation test results show a significant relationship between the price dimension and consumer purchase decisions, with a p-value of 0.000 < 0.05. However, the Mann-Whitney test on the price variable shows a p-value of 0.312, which is greater than 0.05, indicating no significant difference between the prices at online and non-online pharmacies in influencing purchase decisions. The questionnaire percentages show no significant difference between the two types of pharmacies, with 75.5% for online pharmacies and 72.5% for non-online pharmacies. Second, the correlation analysis results for the product dimension show a p-value of 0.000 < 0.05, meaning there is a significant relationship between the product and purchase decisions. The Mann-Whitney test for the product variable shows a p-value of 0.0466, which is less than 0.05, indicating a significant difference between the products at online and non-online pharmacies in influencing purchase decisions. Consumers tend to prefer online pharmacies because they can view the products first and have more product options, as reflected in the questionnaire percentages showing 80.3% for online pharmacies and 66% for non-online pharmacies. Third, the correlation analysis results for the accessibility dimension show a p-value of 0.000 < 0.05, meaning there is a significant relationship between accessibility and purchase decisions. However, the Mann-Whitney test on the accessibility variable shows a p-value of 0.88825, which is greater than 0.05, indicating no significant difference between the accessibility of online and non-online pharmacies in influencing purchase decisions. The questionnaire percentages for both types of pharmacies also show similar results, with 73.5% for online pharmacies and 76% for non-online pharmacies.

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