ANALYSIS OF CONSUMER RESPONSE TO MARKETING MIX STRATEGY AT FAJAR FARMA PHARMACY SAMARINDA

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Abstract Pharmacy services are a form of health service facility for the community, with the rapidly increasing number of pharmacies having a positive impact on the community, that is being able to compare prices from one pharmacy to another so that each pharmacy can provide better services at competitive prices. Competition for pharmacies, whether privately or publicly owned, is becoming more common. This makes the pharmacy business more competitive, including Fajar Farma Pharmacy. The purpose of the study was to determine the 7P marketing mix strategy applied at Fajar Farma Pharmacy and the relationship between the 7P marketing mix strategy and consumer satisfaction at Fajar Farma Pharmacy. The sample in this research was consumers who buy drugs at Fajar Farma Pharmacy. The mix strategy applied at Fajar Farma Pharmacy has gone very well. This is in line with the results of the average value obtained in the aspects of product, price, place, promotion, people, process, and physical evidence, which are all in the "very good" category. The Spearman rank test results show that the relationship between the physical evidence aspect and the characteristics of the education respondents has the highest correlation coefficient value, with a result of 0.271 and a significant (2-tailed) of 0.000 0.05 and a weak relationship strength with a confidence interval of 95%.

Keywords: Marketing Mix Strategy · Fajar Farma Pharmacy · Spearman Rank Correlation

Introduction
According to the Regulation of the Minister of Health of the Republic of Indonesia No. 73 of 2016 concerning pharmaceutical service standards in pharmacies, pharmacies are pharmaceutical service facilities where pharmaceutical practices are carried out. Pharmacy services are a form of health service facility for the community which was originally limited in number and difficult to reach by the public, it is then becoming easy with the government policy, so the number of pharmacies increased rapidly. For the community, this has a positive impact and is very profitable, because each pharmacy can provide better services for consumers at competitive prices. (Valentyna, 2020).

A marketing mix is a marketing strategy to achieve organizational and consumer goals. The marketing mix model emphasizes various factors that have come to be known as the 4Ps, namely product, price, place, and promotion. Along with the times, the 4P concept is added with 3P elements for service businesses, namely (people,
A marketing mix is a set of controlled marketing tools that are integrated by the company to generate the satisfaction desired by the target market.

Competition for pharmacies, both private and state-owned pharmacies, is increasingly inevitable. This makes the pharmacy business competition tighter, including Fajar Farma Pharmacy. Fajar Farma pharmacy is located on Jl Wahid Hasyim 2, South Sempaja sub-district, North Samarinda district, open every day and there are approximately 60 consumers who buy drugs at the pharmacy. Four pharmacies in Sempaja sub-district are close together, 1 state-owned pharmacy and 3 private pharmacies. The pharmacy, which just opened starting from 2018, has advantages that the nearest rival pharmacy does not have, namely having a general practitioner practice that is open every day and providing modern circumcision services carried out by experts: nurses and doctors. This advantage is certainly a differentiator from competing pharmacies because patients who seek treatment or circumcision patients usually the patient's family also buy vitamins or other health products, so this causes an increase in turnover for the pharmacy itself. From when it first opened until now, Fajar Farma Pharmacy experienced progress in increasing turnover in the first year, and a significant increase in turnover occurred at the beginning of the COVID-19 pandemic in early 2020. Starting from the beginning of 2020 until now, pharmacy turnover is still stable. In addition, Fajar Farma Pharmacy will open another branch in mid-2022 in Tenggarong City, the results of this study will help evaluate the future of new pharmacy branches to be established. Based on this background, it is necessary to conduct more in-depth research on consumer satisfaction analysis of marketing mix strategies to maintain a positive trend of increasing turnover, sustainability, and progress of Fajar Farma Pharmacy.

Material and Methods
This research is a non-experimental research with descriptive-quantitative data analysis, which is a research method to see a picture of a situation objectively (Notoatmodjo, 2012). Direct data collection through questionnaires given to consumers, both in the form of interviews and filled directly by respondents. The questionnaire contains data reviewed in terms of product, price, place, promotion, people, process, and physical evidence on consumer satisfaction with the marketing mix strategy. This study was conducted in April-May 2022.

Data Collection Techniques
A questionnaire was given to consumers visiting Fajar Farma Pharmacy, either given directly or by interview method with respondents. Respondents must also meet inclusion and exclusion criteria. The total number of respondents was 350 people consisting of 211 male respondents and 139 female respondents. The research material in this study is consumer satisfaction which leads to Fajar Farma Pharmacy.

Data Analysis
Data analysis is an activity after data from all respondents or other data sources are collected. Data analysis techniques in this study use descriptive statistical methods and inferential statistics. The descriptive method is a research method that describes existing phenomena, which took place in the present or the past, without the intention of making generalized conclusions or generalizations. While inferential statistics is a statistical technique used in analyzing sample data so that the results apply to the population (Baharuddin, 2014). The collected data is then processed with the SPSS program and the research results are presented in the form of tables and diagrams.
Results and Discussion

Descriptive Statistical Analysis

The characteristics of respondents are divided into five: age, gender, education, occupation, and income.

Table 1. Characteristics of respondents.

<table>
<thead>
<tr>
<th>Characteristics of Respondents</th>
<th>Parameter</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Adolescent (17-25 years old)</td>
<td>126</td>
<td>36.00</td>
</tr>
<tr>
<td></td>
<td>Adult (26-45 years old)</td>
<td>205</td>
<td>58.57</td>
</tr>
<tr>
<td></td>
<td>Early elderly (46-55 years old)</td>
<td>19</td>
<td>5.43</td>
</tr>
<tr>
<td>Gender</td>
<td>Male</td>
<td>211</td>
<td>60.29</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>139</td>
<td>39.71</td>
</tr>
<tr>
<td>Education</td>
<td>Elementary</td>
<td>56</td>
<td>16.00</td>
</tr>
<tr>
<td></td>
<td>Junior high School</td>
<td>138</td>
<td>39.43</td>
</tr>
<tr>
<td></td>
<td>High school</td>
<td>118</td>
<td>33.71</td>
</tr>
<tr>
<td></td>
<td>S1 (undergraduate)</td>
<td>34</td>
<td>9.71</td>
</tr>
<tr>
<td></td>
<td>S2 (graduate)</td>
<td>4</td>
<td>1.14</td>
</tr>
<tr>
<td>Occupation</td>
<td>PNS (civil servant)</td>
<td>24</td>
<td>6.9</td>
</tr>
<tr>
<td></td>
<td>POLRI (state police)</td>
<td>3</td>
<td>0.86</td>
</tr>
<tr>
<td></td>
<td>TNI (state army)</td>
<td>1</td>
<td>0.29</td>
</tr>
<tr>
<td></td>
<td>Private worker</td>
<td>103</td>
<td>29.43</td>
</tr>
<tr>
<td></td>
<td>Entrepreneur</td>
<td>112</td>
<td>32.00</td>
</tr>
<tr>
<td></td>
<td>etc</td>
<td>107</td>
<td>30.57</td>
</tr>
<tr>
<td>Income</td>
<td>&lt; Rp. 2,000,000</td>
<td>174</td>
<td>49.71</td>
</tr>
<tr>
<td></td>
<td>Rp. 2,000,000-Rp. 4,000,000</td>
<td>122</td>
<td>34.86</td>
</tr>
<tr>
<td></td>
<td>&gt; Rp. 4,000,000-Rp. 6,000,000</td>
<td>48</td>
<td>13.71</td>
</tr>
<tr>
<td></td>
<td>&gt; Rp.6,000,000</td>
<td>6</td>
<td>1.71</td>
</tr>
</tbody>
</table>

Based on Table 1, the characteristics of respondents based on age in the category of adults with a total of 205 respondents is 58.57%, followed by adolescents with a total of 126 respondents with 36.00%, and finally the early elderly with a total of 19 respondents as many as 5.43%.

The characteristics of respondents based on gender are men with a total of 211 respondents as much as 60.29%, while the number of female categories is 139 respondents with 39.71%.

The characteristics of respondents are based on junior high school education background or equivalent with a total of 138 respondents as many as 39.43%. The characteristics of respondents are based on entrepreneurial work background with a total of 112 respondents as many as 32.00%.

The last respondent characteristic is the respondents’ income, where most respondents earn less than Rp.2,000,000 with a total of 174 respondents as many as 49.71%.

Analysis of Consumer Response to the 7P Marketing Mix Strategy (Product, Price, Place, Promotion, People, Process, Physical Evidence) applied at Fajar Farma Pharmacy

The results of the data presented in this study include 7 aspects of the marketing mix strategy at Fajar Farma Pharmacy: aspects of the product, price, place, promotion, people, process, and physical evidence. The analysis obtained from each aspect is based on the consumer response questionnaire to the marketing mix strategy at Fajar Farma Pharmacy, the results of the average value of the marketing mix components are explained as follows.

Table 2. Results of consumer response to the marketing mix

<table>
<thead>
<tr>
<th>Aspects</th>
<th>Questionnaire Average</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>product1 3.67</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td>product2 3.74</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td>product3 3.57</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td><strong>Total 3.66</strong></td>
<td><strong>Excellent</strong></td>
</tr>
<tr>
<td>Price</td>
<td>Price1 3.45</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td>Price2 3.64</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td>Price3 3.54</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td><strong>Total 3.54</strong></td>
<td><strong>Excellent</strong></td>
</tr>
<tr>
<td>Place</td>
<td>Place1 3.65</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td>Place2 3.72</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td>Place3 3.66</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td><strong>Total 3.68</strong></td>
<td><strong>Excellent</strong></td>
</tr>
<tr>
<td>Promotion</td>
<td>Promotion1 3.38</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td>Promotion2 3.40</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td>Promotion3 3.29</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td><strong>Total 3.36</strong></td>
<td><strong>Excellent</strong></td>
</tr>
<tr>
<td>Browse</td>
<td>Browse1 3.66</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td>People2 3.69</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td>People3 3.41</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td><strong>Total 3.59</strong></td>
<td><strong>Excellent</strong></td>
</tr>
<tr>
<td>Process</td>
<td>Process1 3.06</td>
<td>Good</td>
</tr>
<tr>
<td></td>
<td>Process2 3.55</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td>Process3 3.56</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td><strong>Total 3.59</strong></td>
<td><strong>Excellent</strong></td>
</tr>
<tr>
<td>Physical</td>
<td>Evidence1 3.57</td>
<td>Excellent</td>
</tr>
</tbody>
</table>
1. Product aspect
Table 2 informs the average results of consumer responses to the marketing mix strategy implemented at Fajar Farma Pharmacy that from the aspect of the product has been implemented well which is shown by the average score of 3.66 in the very good category. In this product aspect, the questionnaire that received the highest score was in the aspect of product2 "medicine packaged well" with an average score of 3.74 in the very good category.

Furthermore, the product1 aspect "Medicinal products given in intact/good packaging" with an average score of 3.67, and finally the product3 aspect "Availability of drugs of various brands" with an average score of 3.57.

Fajar Farma Pharmacy strives to continue to maintain the quality of the products offered, one of which is by storing drugs and medical devices following dosage types, alphabetically, and first in, first out (FIFO) first expired, first out (FEFO) rules. In addition, Fajar Farma Pharmacy also pays attention to the temperature and temperature of the storage location of drugs and medical devices according to the type of use, so that the quality of the product is maintained until later it will be handed over to consumers.

The drug given is always in good condition, such as not damaged packaging, does not change color, and does not expire. Fajar Farma pharmacy also offers various types of drugs and their uses, so consumers can choose according to their wants, needs, and purchasing power. Fajar Farma Pharmacy also provides information/explanation about each product chosen by consumers.

Fajar Farma Pharmacy consumers generally buy OTC (Over the Counter) drugs such as vitamins/multivitamins, ulcer drugs (antacids, Mylanta, promaag), cough medicines for children or adults, as well as medicines needed for self-medication that can be obtained without a doctor’s prescription. Product storage is placed on shelves and glass cabinets/display cases that are safe and easy for consumers to see are arranged according to FIFO (First In First Out) and FEFO (First Expired First Out) systems. FIFO means products that arrive early are sold early, and FEFO means products with an earlier expiration date should be sold earlier as well. The products offered at these pharmacies vary so that when consumers are looking for the desired product or drug they are always available. This means that consumers do not need to look to other pharmacies to buy the products or drugs they are looking for. The quality of the products provided is also very good with undamaged packaging.

2. Price Aspect
Based on Table 2, it is known that the price aspect has been well applied by Fajar Farma Pharmacy which received an average total score of 3.54 in the very good category. In this price aspect, the questionnaire that gets the highest score is in the price2 aspect "products offered at affordable prices" with an average score of 3.64 in the very good category, then the price2 aspect "the price offered follows the quality of the drug/medical device" with an average score of 3.54 and the last price1 aspect "pharmacies provide discounts for purchases in a certain amount" with an average score of 3.45.

The price of the product offered is affordable so consumers respond well to the price offered. This is because pharmacies provide product prices below HET (Highest Retail Price) under Minister of Health Regulation No. 98 of 2015, that the highest retail price information for drugs is intended to provide true, clear, and honest information about the highest retail price or drug price given to the public. Satibi et al (2016) state that pharmacies must sell at prices below the Highest Retail Price, price has a significant effect on purchasing decisions.

3. Place Aspect
Based on Table 2, it is known that from the place aspect, it has been well implemented by Fajar Farma Pharmacy which gets an average score of
3.68 in the very good category. In this place aspect, the questionnaire that got the highest score was in the place2 aspect "Large pharmacy parking lot" with an average score of 3.72, then the place3 aspect "installed pharmacy signage that is visible from the street " with an average score of 3.66, and finally the place 1 aspect "pharmacy has an easily accessible location" with an average score of 3.65.

The location of pharmacies is easily accessible using transportation such as public and private transportation, and access to pharmacies that are easy to pass makes it easier for consumers to meet the needs of the medicines needed. Fajar Farma Pharmacy also has a large parking lot, making it easier for consumers when buying drugs. In addition, the location of the pharmacy is located on the side of the road and the pharmacy signboard is visible also makes it easier for consumers to find the location of the pharmacy. According to Permenkes RI No.9 of 2017 concerning Pharmacies, pharmacy buildings must have the function of security, comfort, and convenience in providing services to consumers as well as protection and safety for all people including people with disabilities, children, and the elderly.

4. Promotion Aspect
The promotion aspect has been well implemented by Fajar Farma Pharmacy (Table 2) which received an average score of 3.36 in the very good category. In this promotion aspect, the questionnaire that received the highest score was in the promotion 2 aspect "pharmacies use unattractive promotions" with an average score of 3.29, the promotion 2 aspect is a negative question whose purpose is to see the seriousness of respondents in filling out the questionnaire. Furthermore, the promotion aspect1 "pharmacies use varied promotional media (such as through WhatsApp, Facebook, Instagram)" with an average score of 3.38, and the last promotion aspect 3 "the promotions given by pharmacies are better than other pharmacies, especially for the price offered" with an average score of 3.29.

Consumer response to promotions is very good, meaning that pharmaceutical marketing, specifically for employee promotions, provides interesting, clear, easy-to-understand information so that consumers who buy at pharmacies feel comfortable. Commercialize what drugs should be purchased according to complaints suffered by consumers. The promotion carried out is more attractive than other pharmacies, so consumers are more interested in buying drugs at the pharmacy. The role of the marketing mix is to generate mutually beneficial exchanges with the target market through the information that educates, persuades, and reminds them of the benefits of an organization or product. According to Putra et al (2016), promotional variables consisting of attractive advertisements, purchase gifts, and discounts also grow consumer interest and consumption power towards the product. Appropriate promotional media can affect people's consumption patterns of a product.

5. People Aspect
Fajar Farma Pharmacy is known to have implemented the people aspect well (Table 2) which is shown by the average score of 3.59 in the very good category. In this people aspect, the questionnaire that got the highest score was in the people2 aspect "pharmacy employees use neat clothes and look attractive" with an average score of 3.69, then the people1 aspect "pharmacy employees who are friendly in serving consumers" with an average score of 3.66, and finally the people aspect 3 "pharmacy employees do not have good knowledge of the drug products and medical devices sought" with an average score of 3.41. The people3 aspect is a negative question whose purpose is to see the seriousness of respondents in filling out questionnaires.

According to Sasangka dan Rusmayandi (2018), Human resources are one of the important factors in marketing, therefore factors that affect the competence of human resources must be managed properly to increase effectiveness, efficiency, development, friendliness and maintain high performance in an organization to
The variables of human resources studied are the level of employee friendliness, reliability in service, attractive appearance, and good knowledge of the product.

6. Process Aspect
Based on Table 2, it is known that Fajar Farma Pharmacy has implemented the process aspect well and obtained an average score of 3.39 which is classified as a very good category. In this aspect of the process, the questionnaire that received the highest score was in the process3 aspect "The process when seeking treatment from registration to drug acceptance is not complicated" with an average score of 3.56, then the process 2 aspect "easy payment process can use cash and non-cash (Debit, transfer)" with an average score of 3.55, and finally, the process1 aspect "the waiting time for concocted and non-concocted drugs is relatively long (concocted drugs: more than 60 minutes, non-concocted drugs more than 30 minutes) "with an average score of 3.06 in the good category. Process aspect 1 is a negative question whose purpose is to see the seriousness of respondents in filling out questionnaires.

According to Sasangka dan Rusmayandi (2018), Process and service can be interpreted as an effort to meet consumer needs and desires and the accuracy of their delivery in keeping pace with consumer expectations. Quality service encourages customers to establish a strong bond with sellers. Consumers are satisfied with the process of seeking treatment or buying health needs at Fajar Farma Pharmacy. When patients see a doctor, the drug preparation time is relatively short for most patients. The payment process can also be done by transfer or using e-banking, making it easier for patients when not carrying cash.

7. Physical Evidence Aspect
The data in Table 2 explains that the physical evidence aspect has been applied well by Fajar Farma Pharmacy which is shown by the average score of 3.50, classified as very good. In this aspect, the questionnaire that received the highest score was in the aspect of physical evidence1 "Arrangement of sufficient tables and chairs in the waiting room" with an average score of 3.57, then the aspect of physical evidence3 "waiting room facilities such as fans and adequate lighting" with an average score of 3.49, and finally the aspect of physical evidence2 "Has a dirty waiting room in the pharmacy" with an average score of 3.45. The physical evidence aspect 2 is a negative question that aims to see the seriousness of respondents in filling out questionnaires.

According to Sukotjo et al (2010), physical appearance factors that influence consumer purchasing decisions are environmental situations, decorations, rooms, aromas, light, and placement of goods. Physical appearance is another factor found when consumers enjoy interior and exterior facilities and other amenities to support purchases to increase sales (Satibi et al, 2016). Fajar Farma Pharmacy consumers are satisfied with the facilities provided. Sufficient seats so that there is no need to stand when queuing for medicine. Clean and comfortable room, and adequate lighting.

Analysis of the Relationship between 7P Marketing Mix Strategy on Respondent Characteristics at Fajar Farma Pharmacy Using the Spearman Rank Correlation Method
1. The relationship of respondent characteristics to product aspects (product)
In general, the product aspect has a real relationship with the characteristics of gender respondents. Based on the correlation analysis, Spearman Rank obtained results of 0.212 and significant (2-tailed) of 0.000<0.05. Based on these results, it can be concluded that the relationship between the product and the sex characteristics of respondents has a positive direction and the strength of the relationship is weak with a 95% confidence interval.

Based on descriptive analysis, the characteristics of respondents obtained, the most gender is male, and based on consumer response
analysis, the product aspect gets an average value of 3.66 classified as very good. The male gender also pays attention to the quality of the products provided by Fajar Farma Pharmacy, although based on the correlation analysis obtained weak relationship results between the characteristics of male respondents and the product.

In general, the product aspect has a real relationship with the educational characteristics of respondents. Based on the correlation analysis, Spearman Rank obtained results of 0.251 and significant (2-tailed) of 0.000<0.05. Based on these results, it can be concluded that the relationship between the product and the educational characteristics of respondents has a positive direction and the strength of the relationship is weak with a confidence interval of 95%.

Based on descriptive analysis, the characteristics of respondents based on junior high school education background or equivalent are the most respondents with a total of 138 respondents, and based on consumer response analysis, the product aspect gets an average value of 3.66 which is very good. Based on these data, it can be interpreted that education respondents also pay attention to the quality of products provided by Fajar Farma Pharmacy, respondents with higher education are more selective and detailed in choosing a product, although based on correlation analysis get weak relationship results between the characteristics of education respondents and products.

In general, the product aspect has a real relationship with the characteristics of work respondents. Based on the correlation analysis, Spearman Rank obtained results of 0.194 and significant (2-tailed) of 0.000<0.05. Based on these results, it can be concluded that the relationship between the product and the characteristics of job respondents has a positive direction and the strength of the relationship is weak with a confidence interval of 95%.

The results of the descriptive analysis inform that the characteristics of respondents based on the most work background are entrepreneurs with a total of 112 respondents, and based on consumer response analysis, the product aspect gets an average value of 3.66 with a very good category. Respondents with entrepreneurial backgrounds will certainly pay more attention to the quality of the products purchased because a salesperson is familiar with his business process and will pay attention to the quality of the products provided. Therefore, based on correlation analysis, there is a relationship between the characteristics of job respondents and product aspects. Even though the results obtained have a very weak relationship.

In general, the product aspect has a real relationship with the characteristics of income respondents. Based on the correlation analysis, Spearman Rank obtained results of 0.130 and significant (2-tailed) of 0.015<0.05. Based on these results, it can be concluded that the relationship between the product and the characteristics of income respondents has a positive direction and the strength of the relationship is weak with a confidence interval of 95%.

The results of the descriptive analysis inform that the characteristics of respondents based on the most income are respondents with income less than Rp.2,000,000 with a total of 174 respondents and based on consumer response analysis, the product aspect gets an average value of 3.66 is in the very good category. According to Sutarso (2013), the economic situation will affect consumer purchasing patterns. Those who are economically healthy will have many choices, while those who are economically less sound will have limited choices. Therefore, there is a relationship between respondents' income and product aspects, although based on correlation analysis the relationship obtained is only in the very weak category.

2. The relationship of respondent characteristics with price aspects (price)

In general, the price aspect has a real relationship to the educational characteristics of respondents. Based on the correlation analysis of Spearman Rank obtained results of 0.175 and significant (2-
tailed) of 0.001<0.05 and it was concluded that the relationship that price had with the educational characteristics of respondents had a positive direction and the strength of a very weak relationship with a confidence interval of 95%.

Based on descriptive analysis, the sex characteristics of most respondents were men with a total of 211 respondents, and based on consumer response analysis, the price aspect got an average value of 3.54 (very good category). Based on the data obtained, the level of Education influences purchasing decisions from the aspect of price, although based on correlation analysis, the relationship between aspects of price and level of Education has a weak relationship. This is in line with the results of the study from Nurlinda and Supriyanto (2017), The higher a person's education, the higher his awareness of health. A high level of education will be more selective in making product purchase decisions because of the increase in knowledge and information about a product, especially certain drugs at various prices.

3. The relationship of respondent characteristics to place aspects (place)
In general, the place aspect has a real relationship with the educational characteristics of respondents. Based on the correlation analysis, Spearman Rank obtained results of 0.142 and a significant (2-tailed) of 0.008<0.05. Based on these results, it can be concluded that the relationship between place and the educational characteristics of respondents has a positive direction and the strength of a weak relationship with a 95% confidence interval.

Based on descriptive analysis, the characteristics of respondents obtained, the characteristics of respondents based on junior high school education background or equivalent were the most respondents with a total of 138 respondents and based on consumer response analysis, the place aspect received an average score of 3.68 in the very good category. This is because the location of Fajar Farma Pharmacy is ideal for some respondents. The level of education of respondents affects the work undertaken by respondents. The average respondent who sought treatment at Fajar Farma Pharmacy was a respondent located near the Pharmacy, namely in the Sempaja area. Most respondents who seek treatment at Fajar Farma Pharmacy are respondents who have the same junior and senior high school education and feel that the location of Fajar Farma Pharmacy is easy to access because it is close to their homes.

In general, the place aspect has a real relationship to the characteristics of the respondent's work. Based on the correlation analysis, Spearman Rank obtained results of 0.145 and significant (2-tailed) of 0.007<0.05. Based on these results, it can be concluded that the relationship that place has with the characteristics of respondents' work has a positive direction and the strength of the relationship is very weak with a confidence interval of 95%.

Based on descriptive analysis, the characteristics of respondents based on the most work background are entrepreneurs with a total of 112 respondents, and based on consumer response analysis, the place aspect gets an average score of 3.68 in the very good category. Respondents with entrepreneurial work backgrounds are respondents who live around the location of Fajar Farma Pharmacy, so respondents do not need to travel long and far to get the drugs they want to buy. The more strategic, convenient, and easy to reach the location of a Pharmacy, the stronger the purchasing decision-making factor at the Pharmacy. Therefore, based on correlation analysis, there is a relationship between respondents' work and the place aspect, although the relationship obtained is very weak.

4. The relationship of respondent characteristics with promotional aspects (promotion)
In general, the promotion aspect has a real relationship with the sex characteristics of respondents. Based on the correlation analysis of Spearman Rank obtained results of 0.166 and significant (2-tailed) of 0.002<0.05, it was
concluded that the relationship between promotion and respondents' sex characteristics had a positive direction and the strength of the relationship was very weak (95% confidence interval).

Based on descriptive analysis, the characteristics of respondents obtained, the most gender is male with a total of 211 respondents, and based on consumer response analysis, the promotion aspect gets an average score of 3.36 in the very good category. There is a relationship between aspects of promotion and gender. Male respondents were happier with the promotion given by Fajar Farma Pharmacy. Therefore, the stronger the decision-making factor for purchasing a product at Fajar Farma Pharmacy.

In general, the promotion aspect has a real relationship with the educational characteristics of respondents. Based on the Spearman Rank correlation analysis, results of 0.263 and significant (2-tailed) of 0.000<0.05 were obtained information that the relationship between promotion and respondents' educational characteristics had a positive direction and weak relationship strength with a 95% confidence interval.

Based on descriptive analysis, the characteristics of respondents based on junior high school education background or equivalent were the most respondents with a total of 138 respondents, and based on consumer response analysis, the promotion aspect received an average score of 3.36 in the very good category. There is a relationship between the promotion and education aspects. Respondents with junior high school education are happier with the promotion given by Fajar Farma Pharmacy. Therefore, the stronger the purchasing decision-making factor at Fajar Farma Pharmacy.

In general, the promotion aspect has a real relationship with the characteristics of respondents' work. Based on the Spearman Rank correlation analysis, results of 0.106 and significant (2-tailed) of 0.047<0.05 concluded that the relationship between promotion and respondents' job characteristics had a positive direction and a very weak relationship strength with a 95% confidence interval.

Based on descriptive analysis, the characteristics of respondents based on the most work background are entrepreneurs with a total of 112 respondents, and based on consumer response analysis, the promotion aspect gets an average score of 3.36 in the very good category. Based on the data obtained, there is a relationship between promotion and employment aspects. Respondents with entrepreneurial work will certainly be happier if there is an attractive promotion given by Fajar Farma Pharmacy, the stronger the factor of purchasing a product. Therefore, based on correlation analysis, there is a relationship between respondents' work and promotion aspects, although the relationship obtained is very weak.

In general, the promotion aspect has a real relationship with the income characteristics of respondents. Based on the correlation analysis of Spearman Rank obtained results of 0.125 and significant (2-tailed) of 0.019<0.05, it was concluded that the relationship between promotion and respondents' income characteristics had a positive direction and the strength of very weak relationship with a 95% confidence interval.

Through descriptive analysis, it is known that the characteristics of respondents based on the most income are respondents with an income of less than Rp.2,000,000 with a total of 174 respondents, and based on consumer response analysis, the promotion aspect gets an average score of 3.36 in the very good category. Respondents with low income will be very interested in the various promotions provided, thus strengthening purchasing decision-making at Fajar Farma Pharmacy. Therefore, there is a relationship between respondents' income and promotional aspects, although the relationship obtained in the category is very weak.

5. The relationship of respondents' income characteristics with respondents' characteristics and human aspects (people)
In general, the people aspect has a real relationship with the income characteristics of respondents. Based on the correlation analysis, Spearman Rank obtained results of 0.241 and significant (2-tailed) of 0.000<0.05. It can be concluded that the relationship that people have with the educational characteristics of respondents has a positive direction and the strength of the relationship is very weak with a confidence interval of 95%.

Based on the results of descriptive analysis, it is known that the characteristics of respondents based on the most income are respondents with an income of less than Rp.2,000,000 with a total of 174 respondents, and based on consumer response analysis, the people aspect gets an average score of 3.59 in the very good category. Income is one of the determining factors in deciding to buy something. Human resources at Fajar Farma Pharmacy are already in the very good category, both in terms of explanation and appearance. Respondents with high incomes are usually more selective and pay more attention to appearance. Whereas low-income respondents usually pay less attention to appearance, they pay more attention to the quality of the product and the price provided. In addition, Fajar Farma Pharmacy employees have done good service, so consumers feel satisfied with the services provided. Therefore, there is no significant relationship between income and the people aspect.

6. The relationship of respondent characteristics to process aspects (process)

In general, the process aspect has a real relationship with the educational characteristics of respondents. Based on the Spearman Rank correlation analysis, the results were obtained at 0.162 and a significant (2-tailed) of 0.002<0.05, it was concluded that the relationship between the process and the educational characteristics of respondents had a positive direction and the strength of a very weak relationship with a 95% confidence interval.

The results of the descriptive analysis concluded that the characteristics of respondents based on junior high school education background or equivalent were the most respondents with a total of 138 respondents and based on consumer response analysis, the process aspect received an average score of 3.39 which was classified as very good. Respondents with junior high school education are the largest respondents and have a relationship in purchasing decisions, especially in the process aspect. Respondents with junior high school education or lower secondary education who went to Fajar Farma Pharmacy in general were satisfied with the service process at the Pharmacy which made it easier for patients to buy drugs and seek treatment from a general practitioner. Respondents with higher education mostly have little time in treatment due to occupational factors. Therefore, respondents with junior high school education have a significant relationship with aspects of the treatment process at Fajar Farma Pharmacy.

In general, the process aspect has a real relationship to the characteristics of the respondent's work. Based on the Spearman Rank correlation analysis, results of 0.139 and significant (2-tailed) results of 0.009<0.05 concluded that the relationship between the process and the respondents' job characteristics had a positive direction and a very weak relationship strength with a 95% confidence interval.

Through descriptive analysis, it is known that the characteristics of respondents based on the most work background are entrepreneurs with a total of 112 respondents, and based on consumer response analysis, the process aspect gets an average score of 3.39 in the very good category. Respondents with entrepreneurial jobs have more time and are more flexible, in contrast to respondents with office jobs or in a company where they have more scheduled time, so they must be able to divide time between daily life and work. Therefore, based on the results of the correlation analysis, there is a relationship
between the work of the majority of entrepreneurs and the process aspects at Fajar Farma Pharmacy.

In general, the process aspect has a real relationship with the characteristics of income respondents. Based on the correlation analysis of Spearman Rank obtained results of 0.122 and significant (2-tailed) of 0.022<0.05, it can be concluded that the relationship that the process has with the income characteristics of respondents has a positive direction and the strength of a very weak relationship with a 95% confidence interval.

The results of the descriptive analysis of respondent characteristics concluded that the characteristics of respondents based on the most income were respondents with an income of less than Rp.2,000,000 with a total of 174 respondents and based on consumer response analysis, the process aspect received an average score of 3.39 in the very good category. Respondents with low incomes mostly do not give much importance to the problem of the treatment process, be it easy or complicated. Respondents with low income pay more attention to prices and promotions provided by Fajar Farma Pharmacy. Therefore, there was a significant relationship between respondents’ low income and process aspects, although the relationship in the category was very weak.

7. The relationship of respondents' characteristics with the physical environment aspects (physical evidence)
In general, aspects of physical evidence have a real relationship with respondents’ gender characteristics. Based on the Spearman Rank correlation analysis, results of 0.152 and significant (2-tailed) of 0.004<0.05 concluded that the relationship possessed by physical evidence with the characteristics of respondents had a positive direction and the strength of a weak relationship with a confidence interval of 95%.

Based on descriptive analysis, it is known that the characteristics of respondents based on junior high school education background or equivalent are the most respondents with a total of 138 respondents, and based on consumer response analysis, the physical evidence aspect gets an average score of 3.50 in the very good category. Respondents were satisfied with the physical evidence aspect at Fajar Farma Pharmacy in terms of facilities and large parking locations. The characteristics of age, education, and income respondents did not affect consumer satisfaction with physical evidence. Teenagers and old people do not have differences in perception of comfortable waiting room facilities, spacious parking lots at Fajar Farma Pharmacy, as well as education and income of respondents.

Conclusion
Based on the results of the study, the marketing mix strategy applied at Fajar Farma Pharmacy has run very well, this is in line with the results of the average value obtained in the product aspect with a result of 3.66, the price aspect with a result of 3.54, the place aspect with an average result of 3.68, the promotion aspect with an average result
of 3.36, the people aspect with an average result of 3.59, the Process aspect with an average result of 3.39 and Physical Evidence aspect with an average result of 3.50. All aspects according to the results obtained are in the very good category.

The results obtained from the Spearman test rank test obtained the highest correlation coefficient value found in the relationship between physical evidence aspects with respondents' educational characteristics with results of 0.271 and significant (2-tailed) of 0.000<0.05 with weak relationship strength with a 95% confidence interval.

References


