

# THE INFLUENCE OF SOCIAL MEDIA PROMOTION AND SERVICE QUALITY ON CUSTOMER LOYALTY AT K-24 BUARAN PEKALONGAN PHARMACY

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## ABSTRACT

Digital developments have led business people to carry out further marketing by browsing through social media so that their products can be known to the public. Apotek K-24 Buaran is present on various social media to provide various insights regarding health information that can attract customers. The power of promotion through social media and quality of service has great wonders in increasing turnover and customer loyalty. Customers have more trust and have high hopes for supporting health. This research aims to determine the effect of social media promotion and service quality on customer loyalty at the K-24 Buaran Pekalongan pharmacy. This research uses quantitative research and is processed using SPSS multiple linear regression to analyze the questionnaire results obtained. The research results show that social media promotion and service quality have a significant positive effect on customer loyalty at the K-24 Buaran Pekalongan pharmacy.

## ARTICLE INFO

Keywords:  
Social media content,  
Service quality and  
customer loyalty

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## 1. Introduction

The demands of contemporary developments are increasingly peaking in the current era. New industries are starting to emerge in the world of trade, thus encouraging industries to have special marketing strategies by promoting their products to the public so that they can face competition from the outside world (Saputri, 2016). Today's society relies on its main needs through social media. so that companies are directly involved in delivering promotions via social media that can be seen and are of interest to the public, both on Instagram, Twitter, YouTube, Shopee, TikTok and so on (Damiyana & Mulyanah, 2021) .

Social media marketing is a marketing technique that uses software media systems to offer products, convey product information and as a bridge to build loyalty to patients. This interactive digital marketing is able to increase sales turnover from various sides and groups (Effendy et al., 2021) . Social media has become the main focus point for people in finding sources of information and the shopping system they choose. Likewise, the promotion of medicinal and multivitamin

product content which is busy appearing on various social media has made people busy sorting out information from social media and realizing it in offline stores, especially at Apotek K-24.

A pharmacy is a means of pharmaceutical services carried out by pharmacists. Pharmaceutical services are health services provided to patients to meet pharmaceutical needs such as medicines. Good pharmaceutical services are services that are directly oriented towards improving the patient's quality of life so that patient satisfaction in receiving health services can be achieved optimally. In this case, there must be a system for guaranteeing the quality, efficacy and safety of medicines to avoid medication errors. One form of health service is providing information about medicines from identifying treatment results to the goals of the treatment obtained as well as rational use of medicines, monitoring effective use of medicines and providing information or supporting counseling guidance that improves effective and efficient treatment.

The services provided must meet existing SOP quality standards. If the service quality is good, it can increase the customer's sense of confidence in purchasing a product. Even patients feel close to talking about current health complaints. Good service can also increase customer confidence so they can recommend it to their closest relatives. Service quality should not be underestimated just from the quality of products and services, but all aspects that support interaction between sellers and buyers are very important. According to Permatasari (2021) , service quality is a vital aspect to meet consumer needs or customer assessments of the features of products, services and others in an era of increasingly advanced demands.

Customer loyalty is reflected by a combination of attitudes and behavior to purchase a product from the same company, they have a sense of inner satisfaction to engage in the repurchase process without any particular coercion and are committed to being a significant contributor to satisfaction (Sihotang et al., 2022) .

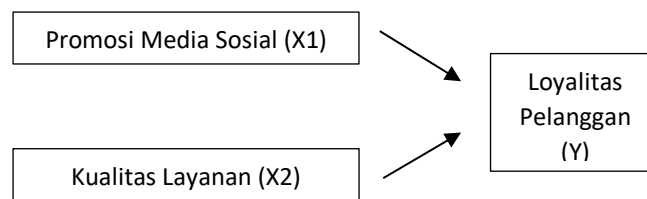


Figure 1. Research Model

Social media is very useful in sending information randomly to various users, this can be applied in various aspects of promotion in increasing company turnover. According to Effendy (2021) and Wibisono (2022) in their article, they explain that promotions via social media have a positive and significant influence on customer loyalty. So the first hypothesis (H1) can be formulated, namely that social media promotion has a significant positive effect on customer loyalty.

The first impression in serving customers will influence loyalty so that customers make repeat purchases and recommend to other people to get products at the same place. According to the research results of Ayuni (2020) , (Nanda et al (2023) and Simanjorang (2022) explain that service quality has a significant positive influence on customer loyalty. So the second hypothesis (H2) can be formulated, namely that service quality has a significant influence on customer loyalty.

With various articles covering the relationship between the influence of social media promotions and service quality on customer loyalty. So the author wants to know how much influence it will have if applied to drug sales at the K-24 Buaran Pekalongan pharmacy.

## 1. Literature Review

### a. Social Media Promotion

Promotional strategy according to Kotler and Keller (2009:138) is creativity in communicating product superiority and persuading the target market. According to Kotler, there are several things that need to be considered in developing integrated promotions to achieve an effective promotional strategy, including:

#### 1) Promotion reach

The percentage of a target audience that was exposed at least once to an advertiser's message during a specified time period.

#### 2) Quantity of advertising displays in promotional media

The average amount of time, within a four-week period, that members of a target audience are exposed to the media tools included in a particular media schedule.

#### 3) The quality of message delivery in advertising broadcasts in promotional media

The aims, objectives and information to be conveyed when displaying product advertisements

### b. Service Quality

According to Rahmawati et al (2019) , service quality is the level of excellence expected to fulfill consumer desires. In other words, service must match the perceptions expected by customers. according to Kotler (2009) it can be measured from 5 dimensions, namely:

1) Direct evidence: the seller's ability to convey its existence to customers as evidence of excellent service.

2) Reliability: the ability of consistent performance to be trusted by customers as promised by the company.

3) Response / Responsiveness: the ability to provide responsive and accurate service, information promised by the company immediately, accurately and satisfactorily.

4) Guarantee: assurance in terms of adequate knowledge, ability, courtesy and ethical confidence in serving customers.

5) Empathy is giving genuine attention to customers to understand customer needs.

### c. Customer loyalty

According to Aziz et al (2023) , customer loyalty is a sense of loyalty and commitment as a customer in consistently making repeat purchases at a company. Loyalty can be seen from how customers have an interest that is processed from a feeling of joy, happiness in owning and being proud of a product of a certain brand with positive reciprocity (Pasianus & Agus Kana, 2021).

The concept of brand loyalty is formed based on a strong bond between the customer and the brand, where there is a pleasant experience felt by the customer (Darmawan, 2021) . Apart from that, they had a pleasant experience (Cici & Mardikaningsih, 2022). Loyalty makes customers insensitive to competitors' offers (Khayru et al., 2021) because they feel that the product performance meets expectations (Sinambela & Mardikaningsih, 2022) .

## 2. Methods, Data, and Analysis

This research is a quantitative study that examines the relationship between variables in the form of a relationship between the influence of social media content promotion and service quality on customer loyalty at the K-24 Buaran Pekalongan pharmacy. This research uses primary data obtained by distributing questionnaires to 50 respondents in June 2024 with certain qualifications. Data analysis techniques were carried out using SPSS Version 26.0 including instrument tests (validity test and reliability test), classic assumptions (normality test, multiconference test and heteroscedasticity test), multiple linear regression analysis to test the influence of 2 variables on the dependent variable with an interval measurement scale and test. hypothesis (simultaneous F test and coefficient of determination).

## 3. Results and Discussion

This research analyzes the influence of social media content promotion and service quality on customer loyalty at the K-24 Buaran Pekalongan pharmacy by distributing questionnaires to 50 respondents who meet the predetermined criteria, namely productive age, who have previously shopped at the K-24 pharmacy offline or online and have had an online consultation with a pharmacist on the platform provided. The research used a purposive sampling technique, namely by providing an assessment of the population sample at the K-24 Buaran Pekalongan pharmacy.

Based on the research results, the majority of respondents were aged 17-25 (50%) and aged 25-30 years (30%) and >30 years (10%) with the job category being Entrepreneur at 40%, Teacher at 8% and Student at 11% , Health workers at 10% and others at 12%.

Table 1. Respondent Characteristics

	Category	Amount	Percentage
Age	17-25 years old	25	50%
	25-30 years	15	30%
	>30 years	5	10%
Position	Self-employed	20	40%
	Teacher	8	16%
	Student	11	22%
	Health workers	5	10%
	Other	6	12%

Source: Processed Primary Data, 2024

### Data Instrument Test

#### 1. Validity Test and Reliability Test

Table 2. Validity and Reliability test results

Variable	Question	R count	Sig	Cronbach's alpha
Social Media Promotion (X1)	X1.1	,833	0,000	,852
	X1.2	,786	0,000	
	X1.3	,860	0,000	
	X1.4	,859	0,000	
Service	X2.1	,718	0,000	,786

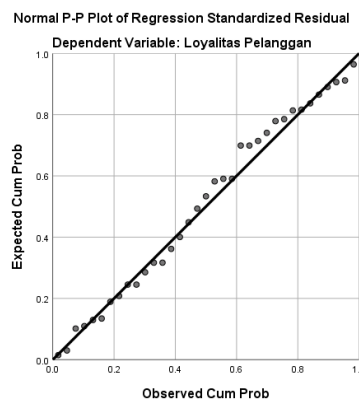
Quality (X2)	X2.2	,796	0,000	
	X2.3	,788	0,000	
	X2.4	,830	0,000	
Customer Loyalty (Y)	Y1	,800	0,000	,744
	Y2	,802	0,000	
	Y3	,648	0,000	
	Y4	,775	0,000	

The results of the validity test data are said to be valid because the significance correlation value for all variables is  $\alpha < 0.05$ . Thus the data obtained is valid. In the reliability test, the social media promotion variables (X1), Service Quality (X2) and Customer Loyalty (Y) show numbers that are greater than the standard Cronbach's alpha value, namely  $> 0.6$ . then the results obtained from all variables are reliable, so other tests can be continued.

2. Classic assumption test

a. Normality test

Figure 2. Normal Probability Plot



Normality test standards can be seen from the normal probability plot graph. The resulting data can be said to be normally distributed if the plot approaches the diagonal line. The figure shows that the probability plot is close to a diagonal line, so that the data obtained is normally distributed.

b. Multiconerency Test

Figure 3. Multiconerency Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.031	2.210		3.181	.003		
	Promosi Media Sosial	.078	.168	.100	.462	.647	.369	2.708
	Kualitas Layanan	.544	.200	.587	2.716	.011	.369	2.708

a. Dependent Variable: Loyalitas Pelanggan

Source: Processed primary data, 2024

Based on the table above, it can be seen that the coefficient results for the VIF value for all variables X (X1 and obtained there was no multicollinearity deviation.

c. Heteroscedasticity Test

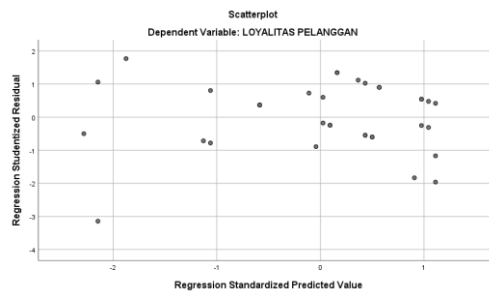


Figure 4. Scatter Plot Graphics

The heteroscedasticity test shows a pattern that spreads up and down and does not form a particular pattern, so the test results obtained show that there is no heteroscedasticity problem in the test model.

3. Multiple Linear Regression Analysis

This analysis is used to test the influence of two or more independent variables on the dependent variable on an interval scale. To prove the research hypothesis, it can be shown in the following table:

		Coefficients <sup>a</sup>		
		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	7.031	2.210	
	Promosi Media Sosial	.078	.168	.100
	Kualitas Layanan	.544	.200	.587

a. Dependent Variable: Loyalitas Pelanggan

Figure 5. Multiple Linear Regression Analysis

From the results of this model, a multiple linear regression equation can be obtained as follows:

$$Y = \alpha + X1 \text{ Social Media Promotion} + X2 \text{ Service Quality (1)}$$

$$Y = 7.031 + 0.078 + 0.544 (2)$$

From the equation the results of this analysis can be explained as follows:

- a. Constant ( $\alpha$ ) 7.031 means that if there is no social media promotion (X1) and service quality (X2) then customer loyalty is 7.031%.
- b. The regression coefficient for social media promotion (X1) is 0.078, that is, if social media promotion (X1) increases, then customer loyalty will also increase by 0.078 units assuming other variables are considered constant.

- c. The regression coefficient for service quality (X2) is 0.544, that is, if service quality (X2) increases, then customer loyalty will also increase by 0.544 units assuming other variables are considered constant.

4. Hypothesis testing

a. F Test (Simultaneous)

This F test is used to see that the model used has a simultaneous influence on the dependent variable. The output results obtained are as follows:

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.605	2	22.303	12.977	.000 <sup>b</sup>
	Residual	54.995	32	1.719		
	Total	99.600	34			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Kualitas Layanan, Promosi Media Sosial

Figure 6. F Test (Simultaneous)

Source: Processed primary data, 2024

The sig value obtained from the table is 0.000, thus if the sig value is <0.05 Ho is rejected and Ha is accepted. This decision was concluded that social media promotion and service quality had a simultaneous effect on customer loyalty at the K-24 Buaran Pekalongan pharmacy.

b. Coefficient of Determination Test (R)

The coefficient of determination value is between zero and one, so according to the test results obtained it shows an R square of 0.448 as follows:

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.669 <sup>a</sup>	.448	.413	1.31095

a. Predictors: (Constant), Kualitas Layanan, Promosi Media Sosial

b. Dependent Variable: Loyalitas Pelanggan

Figure 7. Coefficient of Determination Test

Source: Processed data, 2024

This data can be interpreted as the simultaneous influence of social media promotion and service quality on customer loyalty, namely 44.8% and the rest is largely influenced by other factors.

Pharmaceutical services must continue to be provided and are still needed by patients. Through social media, products can be promoted in an intense and interesting way so that buyers are able to master product information and encourage their desires and needs. Service quality also greatly influences customer loyalty. In various aspects it has so that it helps the community in overcoming

customer health problems. With quality service, patients can also recommend the services they receive to their closest relatives too, so that customer loyalty is maintained.

In order to support the increase in turnover, K-24 Buaran continues to improve the pharmaceutical service skills and management accuracy used to be able to provide maximum excellent service to K-24 Buaran pharmacy customers. The promotions via social media that have been carried out so far have been proven to have a big influence on customer loyalty with many customers making repeat drug purchases using the online consultation method in this comments column.

#### 4. Conclusion and Suggestions

This research was conducted to determine the relationship between social media promotion and service quality on customer loyalty. And the research results showed that social media promotion and service quality have a very significant effect on customer loyalty. So that this innovation can be developed further to provide full excellent service in overcoming health problems by sharing in-depth information to raise awareness of the importance of health. Promotional content has not been carried out much by pharmaceutical staff in pharmacies, but this service is really needed to increase the performance of pharmacists' value in society and to be able to benchmark pharmacies and act as an effort to increase turnover in this modern era by ensuring the safety and health of customers.

Suggestions for future researchers are that several indicators can be added that support loyal customers so that they are better known to the general public as a form of pharmacist practice services in the field of conveying information, online consultations and getting medicine practically.

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