MARKETING STRATEGIES THROUGH PRODUCT AWARENESS, SERVICE QUALITY AND PRODUCT QUALITY ASSURANCE ON CONSUMER PURCHASING DECISIONS

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ABSTRACT

KEYWORDS
marketing strategy, product awareness, service quality, quality assurance, purchasing decisions

In the dynamic pharmaceutical industry, companies are undergoing significant transformations in their interactions with consumers. The health industry involves various stakeholders, and pharmaceutical products, such as medications, are predicted to continually increase in demand with the growth of the middle class in Indonesia. Pharmaceutical manufacturers compete through distribution channels such as pharmacies and large pharmaceutical retailers to meet the demands of the government, patients, and entrepreneurs. With the rising number of patients, PT. Satoria Aneka Industri needs to develop a marketing strategy to remain competitive by enhancing the quality of products, services, and quality assurance. Positioned as the second-largest market share holder, PT. Satoria Aneka Industri aims to become the leader in the Indonesian market with a marketing strategy focused on the Unique Selling Point (USP), improving service quality, and ensuring product quality. Product awareness, service quality, and product quality assurance are considered determining factors in consumer purchasing decisions, with marketing strategy analysis focused on the company's infusion products.

INTRODUCTION

In today's increasingly complex and rapidly changing pharmaceutical industry, pharmaceutical companies have undergone significant transformations in the way they interact with consumers. In the healthcare industry at least consists of health care providers, medical device manufacturers, pharmaceutical and health companies and insurance companies. Some pharmaceutical products are drugs and supplements. These two segments are predicted to continue to experience an increase in demand along with the increase in the number of middle class in Indonesia because 80% of middle people use clinical laboratory services as the basis for doctor diagnosis to prescribe drugs (Sudarwanto, 2017).

Pharmaceutical manufacturers in Indonesia compete for market share by meeting demand coming from various sources, including the government, patients, and entrepreneurs. Pharmaceutical products are distributed through channels such as pharmacies and pharmaceutical wholesalers (PBFs). Meanwhile, health financing intermediaries include insurance providers, Askes, Jamsostek, and the BPJS Kesehatan (Health Social Security Organizing Agency) program. Hospitals and doctors act as intermediaries connecting supply and demand in this context. So that in fulfilling the demand for drugs based on a doctor's prescription, PT. Satoria Aneka Industri provides various types of drugs for preventive treatment (Yusuf & Avanti, 2020).

Over time, the number of patients is also increasing, and at the same time, the pharmaceutical industry in Indonesia is competing to improve its services, thus creating competition between these companies, hence PT. Satoria Aneka Industri must develop its marketing strategy to safeguard its consumers by improving product quality, service and product quality assurance to increase its sales. The results of this study are expected to be able to find out the appropriate strategy for PT. Satoria Aneka Industri in order to replace the

position of PT. Otsuka Indonesia. Currently PT. Satoria Aneka Industri is in the second market share position with a proportion of 35% and when compared to Otsuka with a proportion of around 50%. In addition, this desire also arises due to full government support for Domestic Investment companies so that they can develop and Indonesia is able to produce its own products independently without depending on foreign countries. From the basics of this desire, PT. Satoria Aneka Industri wants to be number one in the Indonesian market. As mentioned earlier through several marketing strategies, increasing product awareness one way is to determine the Unique Selling Point (USP). Unique Selling Proposition is a requirement of products offered to consumers so that these products have more value than other products (Bakri et al., 2021; Naini et al., 2022; Panasenko et al., 2021; Payne et al., 2017; Tiwari et al., 2021). Second, improving service quality by providing fast and responsive service. Service quality is not only limited to being the thinking or skill possessed by the service team, but also requires dedication, courage, and high commitment from all parts of the organization, especially from top management. Quality of service also needs to be carried out as a structured step that is applied in all areas within the company. Third is one of the most important factors in purchasing pharmaceutical products, namely product quality assurance. By conducting quality control, factors such as quality, quality, and clinical effectiveness can be guaranteed. Purchasing decisions in the pharmaceutical industry have a huge impact on the health and well-being of patients. This quality control process must be carried out carefully and based on strong medical evidence.

Three determining factors that are considered important in this study sequentially are product awareness, service quality, and product quality assurance because it can influence consumers in purchasing decisions. Product awareness is an important factor in consumer purchasing decision making. It refers to the level of knowledge and understanding of consumers about the products or services offered by a company. Product awareness plays a central role in influencing consumer purchasing decisions. then continued by the quality of service which is also considered important because in the pharmaceutical industry the availability of products in hospitals and pharmacies is very important because it relates to patient safety, therefore a high level of service and guaranteed product availability must be considered. In addition, other service levels such as handling complaints and communication with company marketing personnel are also important because they are one of the main doors of communication between industry and consumers; and the last is a sense of trust in the quality of PT. Satoria Aneka Industri because maintaining consumer trust is done by maintaining quality assurance of products that are safe to use by consumers. The reason is because the medicinal products of PT. Satoria Various Industries classified as drugs which is in the form of hard drugs and is only used in limited hospitals and doctors, so the level of risk in the event of contamination will greatly negatively affect patients (Firdayanti et al., 2023; Kurniawan, 2022).

In this study, researchers will analyze Marketing Strategies through Product Awareness, Quality of Service provided and Quality Assurance on infusion products on the final consumer purchasing decisions of PT. Satoria Miscellaneous Industries. This research can help similar companies to better understand consumer habits through three factors in determining their marketing strategies, and can be a comparison of marketing strategies between other industries in previous studies by knowing the differences in marketing strategies between the pharmaceutical industry and the non-pharmaceutical industry.

The hypotheses proposed are as follows:
1) H01 : Marketing strategy has a positive correlation with product quality assurance
2) H02 : Product quality assurance has a positive influence on Purchasing Decisions
3) H03 : Quality of service has a positive influence on purchasing decisions
4) H04 : Product Awareness has a positive influence on Purchasing Decisions

5) H05 : Marketing strategy has a significant positive influence on purchasing decisions through Product Quality Assurance

RESEARCH METHOD

This research applies a quantitative approach based on hypothesis testing using empirical data processed through statistical methods of measurement or quantization (Sekaran & Bougie, 2016). The main focus of research is on the Marketing Strategy implemented by PT. Satoria Aneka Industri, with emphasis on the relationship between Marketing Strategy and Product Quality Assurance, which is then considered as a mediating variable in the context of Purchasing Decisions.

This research was conducted in Surabaya, involving a series of steps that included surveys, data collection through Google Forms, data processing, and implementation of guidance. The population used in this context refers to all health institutions operating in East Java, which include both government-run and private hospitals that use products from PT. Satoria Miscellaneous Industries. The sample size to be studied is as follows:

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

Information:

n = Number of Samples

N = Total Population

e = The maximum tolerable error limit in the sample aka significance level is 0.05 (5%)

From the formula above obtained the following numbers:

$$n = \frac{305}{305.(0,05)^2 + 1}$$

$$n = \frac{305}{305.0,0025 + 1}$$

$$n = \frac{305}{0,7625 + 1}$$

$$n = 173,04$$

It can be concluded that the number of samples used after rounding up as many as 173 hospitals in East Java.

In this study, the data used were sourced from two types, namely primary data and secondary data. Primary data is obtained through the distribution of online questionnaires using Google Form which contains statements related to variables that influence purchasing decisions with a focus on marketing strategies implemented by PT. Satoria Miscellaneous Industries. These variables include product awareness, service quality, and product quality assurance. Meanwhile, secondary data is obtained through literature review by accessing and referring to sources such as news articles, books, journals, and other related materials relevant to the subject of this study. Secondary sources of information can also be found through searches of company websites, literature, and other internet resources (Sekaran & Bougie, 2018).

This study utilizes an interval-based primary data measurement scale. There are seven indicators on the interval scale used to provide responses, which include:

Table 1. Scale Interval

Interval Scale	Interpretation
1	Strongly Disagree
2	Disagree
3	Disagree Less

4	Netral
5	Somewhat Agree
6	Agree
7	Totally Agree

Source: Data Processed (2023)

The Structural Equation Modeling (SEM) method was used to analyze cause-and-effect relationships by combining factor analysis and path analysis in this study.

RESULTS AND DISCUSSION

Table 2. Test the hypothesis

	Standardized	**H.E.**	**C.R.**	**P**
X1 → Y1	,236	,073	2,712	,007
Y1 → Y2	,322	,082	3,900	***
X3 → Y2	,303	,086	3,321	
X2 → Y2	,264	,089	2,825	,005
X1 → Y1 → Y2	,076			,011

Source: Data Processed (2023)

H1: Marketing Strategy (X1) has a positive correlation to Product Quality Assurance (Y1)

In the relationship between X1 and Y1, the value of the path coefficient is 0.236 (positive direction) meaning that there is a unidirectional relationship between X1 and Y1. The CR value obtained is 2.712 with a P value of 0.007. Because the value of P (0.007) < 0.05, H1 is accepted, meaning that Marketing Strategy (X1) has a positive correlation with Product Quality Assurance (Y1).

H2: Product Quality Assurance (Y1) has a positive influence on Purchasing Decisions (Y2)

In the relationship between Y1 and Y2, the value of the path coefficient is 0.322 (positive direction) meaning that there is a unidirectional relationship between X2 and Y2. The CR value obtained is 3,900 with a P value of ***. Because the P value (***) < 0.05, H2 is accepted, meaning that Product Quality Assurance (Y1) has a positive influence on Purchasing Decisions (Y2).

H3: Quality of Service (X3) has a positive influence on Purchasing Decision (Y2)

In the relationship between X3 and Y2, the value of the path coefficient is 0.303 (positive direction) meaning that there is a unidirectional relationship between X3 and Y2. The CR value obtained is 3.321 with a P value of ***. Because the P value (***) < 0.05, H3 is accepted, meaning that Quality of Service (X3) has a positive influence on Purchasing Decisions (Y2).

H4: Product Awareness (X2) has a positive influence on Purchasing Decisions (Y2)

In the relationship between X2 and Y2, the value of the path coefficient is 0.264 (positive direction) meaning that there is a unidirectional relationship between X2 and Y2. The CR value obtained is 2.825 with a P value of 0.005. Since P values (0.005) < 0.05, H4 is accepted, meaning that Product Awareness (X2) has a positive influence on Purchasing Decisions (Y2).

H5: Marketing Strategy (X1) has a positive influence on Purchasing Decisions (Y2) through Product Quality Assurance (Y1)

In the relationship X1 to Y2 through Y1, the value of the path coefficient is 0.076 (positive direction) meaning that there is a unidirectional relationship between X1 and Y2 through Y1. The P value obtained is 0.011. Because the value of P (0.011) < 0.05, H5 is accepted, meaning that Marketing Strategy (X1) has a positive influence on Purchasing Decisions (Y2) through Product Quality Assurance (Y1).

The Effect of Marketing Strategy on Product Quality Assurance

Based on table 5.16 shows the results of testing the full model hypothesis which can be concluded that there is a positive relationship and influence between marketing strategies on product quality assurance. This research concluded that the Marketing Strategy carried out by PT. Satoria Aneka Industri has a positive correlation with the quality assurance of its products. This is also shown by Budiman et al. (2020) that pharmaceutical marketing strategies can be used to increase public awareness about product quality assurance. The right marketing strategy in pharmacy can help convey the message about the importance of product quality assurance to the public. Based on the characteristics of the response which shows that the majority of respondents who use PT. Satoria Aneka Industri chooses its products based on product quality assurance from PT. Satoria Various Industries because in the pharmaceutical and health world, every consumer wants products that have quality quality (Ting et al., 2019). A good marketing strategy will increase public awareness of the importance of product quality assurance. Public awareness of the importance of quality products will encourage people to demand quality products. This will also make companies aware to improve the quality assurance of their products (Al Shraah et al., 2022; Febrian et al., 2022; Sader et al., 2022).

In addition, this study illustrates that the Marketing Strategy for Product Quality Assurance influences and also provides strategic implications for PT. Satoria Miscellaneous Industries. In addition, using a marketing strategy in the form of offering high product quality assurance will affect consumer purchases. By understanding this relationship, companies can optimize their marketing strategies to further emphasize product value and quality, which in turn can increase consumer confidence and customer satisfaction. Thus, the results of this study provide a clear view of how Marketing Strategy can be a catalyst for improving Product Quality Assurance, and how public awareness of product quality can be an important factor in the company's marketing strategy and product development. The practical implications of these findings could help companies design more effective marketing strategies and improve product quality assurance to meet increasingly high consumer demands.

The Effect of Product Quality Assurance on Purchasing Decisions

This study found that there is a significant influence and has a relationship between product quality assurance and purchasing decisions. This study identified that the existence of high product quality assurance can influence the purchasing decision of a hospital institution. The existence of this significant and positive influence means that by improving product quality assurance can make a hospital institution choose and decide to buy products from pharmaceutical companies. Previous studies have also stated that product quality assurance has a significant influence on aspects of consumer purchasing decisions, including consumer loyalty and consumer trust in a company (Alharthey, 2019; Chaerudin & Syafarudin, 2021). Based on the characteristics of respondents who show that most respondents of this study choose products in accordance with high quality assurance. Research by Budiono et al. (2020) show that quality assurance of pharmaceutical products has a significant influence on consumer

satisfaction. The coefficient of determination (R2) of 0.45 shows that 45% of consumer decisions on pharmaceutical products are influenced by the quality assurance of pharmaceutical products. The remaining 55% was influenced by other factors not examined in the study, meaning that companies need to improve the quality assurance of their products to improve drug purchasing decisions. This can be done by implementing a good quality management system, conducting regular product testing, and providing complete and accurate product information to consumers. With the discovery of this information, the company can improve the quality assurance of its products, with the aim of increasing sales volumes and achieving higher market share. Improving product quality not only creates customer trust and reduces the risk of product returns, but also provides a competitive advantage. This research can encourage companies to evaluate and improve their production processes, and always ensure that their products are always of high quality. By prioritizing quality assurance, companies can build a good reputation, becoming a strategic step to achieve a leading position in a fierce market competition.

The Effect of Service Quality on Purchasing Decisions

Referring to the results of table 5.16 which conducted a full model hypothesis test, it can be said that there is a positive relationship between service quality and consumer purchasing decisions of PT. Satoria Miscellaneous Industries. This study identified that service quality also influences the purchasing decision of a pharmaceutical product because with good service quality, consumers will be satisfied and tend to make repeat purchases. The importance of quality of service is crucial in the context of the pharmaceutical industry, where health and safety are top priorities. Responsive and quality service can create a much-needed sense of trust for consumers, especially when they consider pharmaceutical products that have an effect on their health and well-being. This trust, then, becomes an important foundation in shaping purchasing decisions.

In this study, the majority of respondents agreed that PT. Satoria Aneka Industri provides satisfactory, reliable, responsive, and fast services in responding to consumer problems or complaints. In addition, the ease of contacting the company is also one of the positive aspects recognized by respondents. These results explain that the company's success in providing services that meet consumer expectations, build trust, and ultimately influence purchasing decisions. Consumers who are satisfied with the service of a company tend to buy products from the company. The research also provides a deeper understanding of how service quality can be a key factor in establishing and maintaining positive relationships between pharmaceutical companies and their consumers. The implication is that investing in service quality improvement can be an effective strategy in increasing consumer satisfaction, strengthening trust, and encouraging repeat purchases. By recognizing the crucial role of service quality, companies can design more targeted strategies to meet consumer expectations, especially in the pharmaceutical sector that demands safety and high quality.

The Effect of Product Awareness on Purchasing Decisions

Based on the results of testing the full model hypothesis in table 5.16 above, it can be said that this study found a positive influence and relationship between product awareness and consumer purchasing decisions of PT. Satoria Miscellaneous Industries. Drug purchasing decisions are a complex process that is influenced by a variety of factors, including pharmaceutical product awareness. Pharmaceutical product awareness is consumer knowledge about a pharmaceutical product, including product name, brand, dosage form, and efficacy (Duh & Diniso, 2020; Srivastava & Kumar, 2014). Based on the results of the questionnaire, the majority of respondents already know about products from PT. Satoria Miscellaneous Industries. In the context of drug purchasing decisions, awareness of

pharmaceutical products becomes a key element that plays a role in shaping consumer preferences. The level of knowledge that consumers have about a drug can affect their perception of the effectiveness, safety, and quality of the product. Therefore, consumers' understanding of certain aspects of pharmaceutical products, such as product names and brands, can be a major factor in guiding their purchasing decisions. Pharmaceutical product awareness not only plays a crucial role in the drug purchasing decision process, but can also provide pharmaceutical companies with a competitive advantage. By understanding and meeting consumers' information needs, companies can create strong relationships with consumers and ensure that their products are recognized and selected in an increasingly competitive market. The results of this study are in line with Prasetyo et al. (2021) who stated that product awareness variables affect a purchase decision.

The findings of this study illustrate that product awareness has a significant role in influencing consumer purchasing decisions. A consumer's understanding of a company's product or brand forms a strong foundation of trust, which in turn, drives consistency in purchasing decisions. Thus, it becomes an imperative for PT. Satoria Aneka Industri to proactively increase product awareness among consumers.

Developing product awareness is not just a marketing task, but also a strategic investment in building long-term relationships with consumers. Consumers who have become accustomed to a product or brand tend to become loyal customers, creating a stable basis for business growth. By designing a marketing strategy that focuses on increasing product awareness, PT. Satoria Aneka Industri can achieve competitive advantage, create a strong identity, and expand market share. Therefore, increasing product awareness is not only about attracting the attention of consumers, but also about building a solid foundation for sustainability and long-term success and can also increase sales of PT. Satoria Miscellaneous Industries.

The Influence of Marketing Strategy on Purchasing Decisions through Product Quality Assurance

This study found that there is a significant relationship between marketing strategy and purchasing decisions through product quality assurance. Aditya et al. (2018) said that marketing strategies have a positive effect on purchasing decisions through product quality assurance. This means that the better the marketing strategy of a pharmaceutical company, the more likely consumers are to buy the product because they are confident in the quality assurance of the product. A marketing strategy that has a positive impact on purchasing decisions, by emphasizing aspects of product quality assurance, is an effective approach in creating attractive and informative promotional strategies. In this context, a prominent marketing strategy is one that is able to combine attractiveness and substantial information related to product quality assurance. An attractive marketing strategy includes an approach that is able to capture the attention of consumers. Through creative, visual, and other appeal elements, this strategy aims to make products stand out in the minds of consumers. The use of attractive strategies can motivate consumers to pay more attention and consider product quality assurance as an important factor in the consumer buying process. On the other hand, an informative marketing strategy focuses on providing complete and accurate information related to product quality assurance. Consumers tend to trust products that can provide clear and in-depth information about their quality.

This research reveals the significance of product quality assurance as a crucial element that can be integrated in marketing strategies, having a positive impact on consumer purchasing decisions and overall increasing sales volume. These conclusions highlight the urgency of the role of product quality assurance, especially in the context of pharmaceutical companies.

Product quality assurance is not just a technical aspect, but also a strategic tool in building the company's image and motivating consumers to make purchases. When consumers feel a sense of certainty regarding product quality, their trust in brands and companies increases, forming a solid foundation for business growth. Therefore, a marketing strategy that focuses on effective communication regarding product quality assurance can be the key to achieving competitive advantage, attracting new customers, and maintaining consumer loyalty in this competitive pharmaceutical industry. By understanding that product quality assurance is not only a technical necessity, but also an effective marketing instrument, pharmaceutical companies can leverage this information to design more efficient and consumer-oriented marketing strategies.

CONCLUSION

The research reveals that marketing strategies, service quality, and product awareness significantly influence purchasing decisions at PT. Satoria Miscellaneous Industries. Consumers consider quality assurance factors in their decision-making process. Service quality enhances positive experiences and motivates repeat purchases. Consumer awareness of products is also a determining factor. These findings suggest that companies should continuously improve marketing and service strategies to strengthen relationships with consumers and improve sales performance. Pharmaceutical companies should also focus on improving brand image and product quality to attract consumers and optimize sales. This approach can improve consumer perception and competitiveness in the competitive pharmaceutical market.

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