Analysis of Factors that Influence on Repurchase Intentions of Pharmacy Consumers in Jakarta

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Abstract: The aim to be achieved in this research is to determine the factors that influence the repurchase intention of pharmacy consumers in Jakarta. This research is quantitative research. The population of drug buyers at pharmacies in Jakarta is uncertain. This research used a sample of 215 pharmacy drug buyers in Jakarta for analysis. The questionnaire presents statements that respondents must choose from strongly agree to strongly disagree on a scale of 1-5 points. Hypothesis testing uses Structural Equation Model with Warp PLS. The results of several test parameters show that the sample is reliable and valid and meets the requirements. This research concludes that consumer experience has a significant and influential effect on trust. Consumer experience has a significant and influential effect on satisfaction. Consumer experience has a significant influence on repurchase intentions. Trust has a significant and influential effect on satisfaction. Trust has a significant influence on repurchase intentions. Product quality has a significant influence on trust. Product quality has a significant influence on satisfaction. Consumer experience has a significant influence on repurchase intentions through satisfaction. Satisfaction has a significant influence on repurchase intentions.

Keywords: Consumer Experience, Trust, Product Quality, Satisfaction, Repurchase Interest

INTRODUCTION

The pharmaceutical and medical equipment industry will also be the government's mainstay in the new normal era. Considering the awareness of people in the world today, health will become an extraordinary consumption or necessity. Currently in Indonesia there are 217 finished drug pharmaceutical industries, 18 active drug ingredient industries, 1,077 traditional medicine production facilities, 1,024 cosmetic production facilities, and 4,669 processed food facilities. The large number of drug and food industries of course also produces large amounts of production waste and must be managed optimally so as not to disturb the balance. The distribution channel for pharmaceutical companies starts from the pharmaceutical factory which is then distributed to pharmaceutical wholesalers, then the pharmaceutical wholesalers will distribute or distribute the drugs to pharmacies.

Pharmacy is one of the pharmaceutical services that provides medicines. In meeting operational needs, pharmacies have many suppliers to anticipate the frequently changing needs for medicines and other health equipment. Suppliers have an influence on supply chain management so that they can influence the performance produced by the company.. Pharmaceutical activities by pharmacies which previously only focused on managing drugs as commodities have become comprehensive services aimed at improving the service of medicinal products for the quality of life of patients. In particular, due to this change in orientation, pharmacists are required to improve their knowledge, communication skills and behavior so they can interact directly with patients and other health workers. Pharmacists are required to carry out pharmaceutical standards in pharmacies to avoid the possibility of medication errors occurring in the service process that consumers experience.

The quality of pharmaceutical services and better, consumer (patient) oriented pharmaceutical services must continue to be developed in order to meet the ever-changing and increasing needs of society, as well as reducing treatment risks. In order to improve the quality of pharmaceutical services and pharmaceutical services, it is necessary to know how pharmacy consumers perceive the pharmaceutical services they receive, and what consumers' opinions are about an ideal pharmacy. There is a very weak relationship between excellent service and consumer experience on consumer satisfaction at the pharmacy. Trust is needed by pharmacists to support the best health outcomes. Trust is a key element in therapeutic communication and trust needs to be created and maintained between health care providers and service recipients in a reciprocal manner.

The aim to be achieved in this research is to determine the factors that influence drug consumption in pharmacies in Jakarta. The specific objectives of this research are:
1. Analyze and test the influence of Consumer Experience on Trust
2. Analyze and test the influence of Consumer Experience on Satisfaction
3. Analyze and test the influence of Consumer Experience on Repurchase Intention
4. Analyze and test the effect of Trust on Satisfaction
5. Analyze and test the effect of Trust on Repurchase Intention
6. Analyze and test the effect of product quality on trust
7. Analyze and test the effect of product quality on satisfaction
8. Analyze and test the influence of satisfaction mediating consumer experience on repurchase intentions
9. Analyze and test the effect of satisfaction on repurchase intentions

Literature Review

The beneficial role of pharmacists in managing patients with COVID-19 includes detection, resolution, and prevention of medication-related problems, with physicians showing high trust in pharmacists' advice (Ahmed *et al*., 2022). provide evidence that the implementation of personalized strategies should be undertaken to address factors that determine the disease experience with Chronic Myeloid Leukemia and receiving treatment with tyrosine kinase inhibitors (Pina *et al*.,2023). Maintaining an error-free environment and providing praise to patients for achieving goals is critical to an effective and trusting pharmacist-patient relationship (Kim *et al*., 2018).

The community is very satisfied with the professionalism of community pharmacists and pharmaceutical services. This positive perception provides an opportunity for pharmacists to expand their role as health workers (El-Kholy *et al*., 2022). demonstrated that Japanese self-efficacy skills in pharmacy influence successful experiences, resulting in better pharmacy practice Experience outcomes (Kikuyama *et al*., 2020). Patient satisfaction is one of the important determinants of quality in the growing global healthcare industry. The results show the basic variables and determinants of patient satisfaction which are organized through the services provided by pharmacists (Gulcan and Aransiola. 2018).

Experience-based satisfaction is related. There is a significant influence of experience-based satisfaction (Liang, Choi and Joppe M, 2018). It can be concluded that the higher the sense of experience which aims to provide a pleasant experience to customers, the higher the intention to repurchase (Ellitan, 2022). Service recovery has a direct effect on repurchase intentions without having to go through consumer satisfaction (Levina, Purnamasari and Kristanti M, 2019).

Trust in pharmacy satisfaction, where consumer satisfaction can influence consumer trust in pharmacists (Sulistyaningrum *et al*., 2023). It was found that the influence of trust on consumer satisfaction has a significant influence (Harianto and Ellyawati, 2023). Shows that the influence of customer trust is positive and significant, where the influence of trust is the most dominant on customer satisfaction (Sabrina *et al.,* 2023). (Widodo & Silitonga, 2017) Shows that the effect of trust is positive and significant, where customer trust is the dominant influence on customer satisfaction, so that the partial findings of the customer trust variable have a positive and significant effect on customer satisfaction (Sabrina *et al*., 2023). Contribution to the development of the relationship marketing concept (Zaid, 2020). Path analysis shows that trust has a positive effect and significant to repurchase intention. (Putri, 2018). Customer trust has a significant positive influence on repurchase intentions (Sartika, 2022).

Patients who require more care and services from a clinical pharmacist. The results of structural equation modeling show that drug-drug interactions have a positive effect on patient confidence (Chou, Dang, Yen and Lai, 2019). In clinical practice, healthcare providers are required to identify, monitor, and effectively address these interactions to improve patient outcomes (Abdelkawy et al., 2023). Internal factors are factors where pharmacists, pharmacy technicians, and pharmacy management systems play an important role in building trust between pharmacists and patients (Esmalipour, Salary, and Shojaei, 2021).

Show that product quality has a significant effect on customer satisfaction (Jannah, Mappatompo and Haanurat, 2019). Proving that the antecedent variables of product quality can be influences the satisfaction variable. These results are also supported by descriptive calculations (Alban. 2020). Confirms that product quality has a positive and significant effect on customer satisfaction. The study also revealed that perceived quality and durability have the highest impact on customer satisfaction (Lone and Bhat, 2023).

Shows that satisfaction can mediate the influence of consumer experience variables on customers' repurchase intentions (Dewi and Giantari, 2022). customer satisfaction being a mediator can influence consumer experiences towards repurchase intentions (Ellitan, 2022). Revealing consumer experience is mediated by customer satisfaction on repurchase intentions. It is hoped that these findings can contribute ideas regarding the formation of models that strengthen customers' repurchase interest (Wijaya *et al*., 2018).

Demonstrates that trust and satisfaction consumers have a positive and significant effect on repurchase intentions (Putri, 2018). Shows that familiarity increases the influence of satisfaction on repurchase intention. The results of this research provide contribution to the development of the relationship marketing concept (Zaid, 2020). Customer satisfaction has a positive and significant effect on repurchase interest (Aldriyanti and Tjahjaningsih, 2022).

H1: Consumer experience influences trust
H2: Consumer experience influences satisfaction
H3: Consumer experience influences repurchase intentions
H4: Trust influences satisfaction
H5: Trust influences repurchase intention
H6: Product quality influences trust
H7: Product quality influences satisfaction
H8: Satisfaction mediates consumer experience's influence on return purchase intentions
H9: Satisfaction influences repurchase intention

METHOD

This research is quantitative research which has the aim of assessing the causal relationship or direct impact of each variable, in this case regarding the relationship between the variables Trust, Product Quality, Consumer Experience, Satisfaction, Intention to Repurchase. This research carried out information data collection in the form of questionnaires obtained directly from respondents and continued data processing with the Wrap PLS statistical analysis tool. Research variables are divided into: Independent Variable and Dependent Variable. This research uses a sample of pharmacy drug buyers in Jakarta as many as 215 respondents for analysis.

Data collection method by distributing questionnaires. All data questionnaires were collected and data analysis was carried out using a Likert scale. Research analysis was carried out descriptively quantitatively. Testing Hypotheses 1 to Hypothesis 9 were carried out using the Wrap PLS analysis tool regarding the repurchase intentions of pharmacy consumers in Jakarta. Descriptive analysis of the general description respondents and research variables. After that, validity and reliability tests were carried out. The next step is to test the hypothesis using the Structural Equation Model Wrap PLS.

RESULTS AND DISCUSSION

Descriptive Statistics Results

The respondents in this study were aptoek consumers in Jakarta with a total of 215 respondents. The characteristics of respondents in this study were seen based on age, gender, highest level of education, occupation, average monthly expenditure and how many times they had purchased medicine at this pharmacy.

Gender

The characteristics of research respondents based on gender can be shown in table 1 below:

Table 1. Gender of Respondents

No.	Gender	Amount	Percentage (%)
1.	Male	94	43.72
2.	Woman	121	56.27
	Total	215	100.0

Source: Data Processing (2024)

Age

The characteristics of research respondents based on age can be shown in table 2 as follows:

Table 2. Age of Respondents

No.	Age Level	Amount	Percentage (%)
1.	> 56 year	3	1.39
2.	46-55,9 year	8	3.72
3.	36-45,9 year	52	24.18
4.	26-35,9 year	103	47.90
5.	18-25,9 year	49	22.79
	Total	215	100.0

Source: Data Processing (2024)

Last Education Level

The characteristics of research respondents based on their latest level of education can be shown in table 3 below:

Table 3. Respondents Educational Level

No.	Educational Level	Amount	Percentage (%)
1.	High School) / Equivalent	41	19.06
2.	Diploma I/II/III	17	7.90
3.	Bachelor Degree	141	65.58
4.	Postgraduate Masters / Doctoral	16	7.44
	Total	215	100.0

Source: Data Processing (2024)

Occupation

The characteristics of research respondents based on work can be shown in table 4 below:

Table 4. Respondent's Occupation

No.	Occupation	Amount	Percentage (%)
1.	Civil Servants	18	8.37
2.	Private Employees	84	39.06
3.	TNI/POLRI	2	0.93
4.	Doctor	2	0.93
5.	Teacher	15	6.87
6	Self-Employed	38	17.67
7	Housewife	46	6.36
8	Student	9	21.39
9	Not Yet Working	1	0.46
	Total	215	100,0

Source: Data Processing (2024)

Average Income Per Month

The characteristics of research respondents based on monthly income are shown in table 5 as follows:

Table 5. Average Monthly Income of Respondents

No.	Average Income Per Month	Amount	Percentage (%)
1	> Rp 5 Million	140	63.63
2	Rp 4 – Rp 4.9 Million	30	13.63
3	Rp 3 - Rp 3,9 Million	34	15.45
4	Rp 2 - Rp 2.9 Million	6	2.72
5	Rp 1 - Rp 1.9 Million	9	4.09
6	< Rp 1 Million	1	0.45
	Total	215	100,0

Source: Data Processing (2024)

Outer Model

Construct Reliability

Construct reliability testing was carried out to test the reliability of the variables in the research model. Construct reliability testing can be seen through the cronbach's alpha and composite reliability value with a cut-off value of more than 0.7. The results of the construct reliability test in this research are as follows:

Table 6. Cronbach's Alpha

Research Variables	Cronbach's Alpha
Product Quality	0,878
Trust	0,855
Consumer Experience	0,820
Satisfaction	0,865
Repurchase Intention	0,802

Source: Data Processing (2024)

Tabel 7. Composite Reliability

Research Variables	Composite Reliability
Product Quality	0,823
Trust	0,856
Consumer Experience	0,867
Satisfaction	0,877
Repurchase Intention	0,858

Source: Data Processing (2024)

Inner Model

The goal is to evaluate the inner model to test causal hypotheses in research. Evaluation of the inner model is carried out by assessing several criteria.

Coefficient R² (R Square)

The criteria for the R Square coefficient value are substantial (0.75), moderate (0.5), and a value that is considered weak (0.25). The results of R Square in this research are as follows:

Table 8. R Square

Variable	R Square
Satisfaction	0,675
Repurchase Intention	0,731

Source: Data Processing (2024)

Cross Validation Redundancy (Q²) (Q Square)

This assessment is intended to assess the level of relevance of the model used, if the Q^2 value > 0 then the model has relevant predictions. Based on the results of data processing, the Q2 values obtained are as follows:

Table 9. Cross-Validated Redundancy

Variable	Q²predict
Satisfaction	0,681
Repurchase Intention	0,776

Source: Data Processing (2024)

Hypothesis test

Criteria for hypothesis testing are carried out by comparing t statistics values with the minimum t-table limit in this study being 1.65 (t-statistics > 1.65; P Values < 0.05). The results of hypothesis testing in this research are as follows:

Table 10. Test Results

Original sample	t statistics	P values	Note
0.313	2,296	0,000	H1 Accepted
0.226	2,887	0,000	H2 Accepted
0.262	2,734	0,000	H3 Accepted
0.295	2.992	0.000	H4 Accepted
0.228	2.117	0.000	H5 Accepted
0.294	2.749	0.000	H6 Accepted
0.222	2.249	0.000	H7 Accepted
0.227	2.288	0.001	H8 Accepted
0.257	2.767	0.000	H9 Accepted

Source: Data Processing (2024)

Based on the results of hypothesis testing shown in Table 10, it can be explained as follows.

1. H1: The Influence of Consumer Experience on Trust. The influence of consumer experience on trust has a positive path coefficient of 0.313 with t statistics $2,296 > 1.65$ and a significant $0.000 < 0.05$, so H1 consumer experience has a significant and significant effect on trust and can be accepted.

2. H2: Influence of Consumer Experience on Satisfaction. The influence of consumer experience on satisfaction has a positive path coefficient of 0.226 with t statistics $2.887 > 1.65$ and significant $0.000 < 0.05$. H2 Consumer Experience has a significant and acceptable influence on Satisfaction.

3. H3: The Influence of Consumer Experience on Repurchase Intention. The influence of consumer experience on repurchase intentions has a positive path coefficient of 0.262 with t statistics $2.734 > 1.65$ and significant $0.000 < 0.05$. H3 Consumer Experience has a significant and acceptable influence on Repurchase Intention.

4. H4: The Effect of Trust on Satisfaction. The influence of trust on satisfaction has a positive path coefficient of 0.295 with t statistics $2,992 > 1.65$ and significant $0.000 < 0.05$. H4 Trust has a significant and acceptable effect on satisfaction.

5. H5: The Effect of Trust on Repurchase Intention. The influence of trust on repurchase intention has a positive path coefficient of 0.228 with t statistics $2.117 > 1.65$ and significant $0.000 < 0.05$. H5 Trust has a significant and acceptable influence on Repurchase Intention.

6. H6: Effect of Product Quality on Trust. The influence of product quality on trust has a positive path coefficient of 0.294 with t statistics $2,749 > 1.65$ and significant $0.000 < 0.05$. H6 Product quality has a significant and significant effect on trustworthiness.

7. H7: Effect of Product Quality on Satisfaction. The influence of product quality on satisfaction has a positive path coefficient of 0.222 with T statistics $2.249 > 1.65$ and a significant $0.000 < 0.05$. H7 Product quality has a significant and acceptable influence on satisfaction

8. H8: The Influence of Consumer Experience on Repurchase Intention through Satisfaction. The Influence of Consumer Experience on Repurchase Intentions through Satisfaction has a positive path coefficient of 0.227 with t statistics $2.288 > 1.65$ and a significant $0.001 < 0.05$. H8 Consumer Experience has a significant and influential effect on Repurchase Intention through Acceptable Satisfaction.

9. H9: The Effect of Satisfaction on Repurchase Intention. The influence of satisfaction on repurchase intention has a positive path coefficient of 0.257 with t statistics 2.767

> 1.65 and significant 0.000 < 0.05. H9 Satisfaction has a significant and acceptable influence on Repurchase Intention
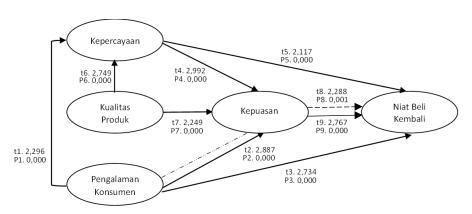
Figure 2. Measurement Model

Source: Researcher (2024)

Discussion

The results of this research will discuss hypothesis testing to determine the influence of each variable on other variables.

1. The Influence of Consumer Experience on Trust

    Based on the research results, it shows that consumer experience has a significant influence on trust. has a positive path coefficient of 0.313 with t statistics 2.296 > 1.65 and significant 0.000 < 0.05, then H1 which states that Consumer Experience has a significant and influential effect on Trust can be accepted, which means that the Consumer Experience variable is able to have a large influence on Trust. The results of this study support previous research from Ahmed *et al*., (2022), Pina et al., (2023), Kim et al., (2018), Sabrina, Ginting, Silalahi (2023), Chou, Dang, Yen and Lai (2019) which states that consumer experience is one of the factors that can cause trust.

2. The Influence of Consumer Experience on Satisfaction

    Based on the research results, it shows that the influence of consumer experience on satisfaction has a positive path coefficient of 0.226 with t statistics 2.887 > 1.65 and a significant 0.000 < 0.05, so H2 which states that consumer experience has a significant and significant influence on satisfaction can be accepted, which means that the consumer experience variable is able to has a big influence on satisfaction. The results of this study support previous research from El-Kholy et al., (2022), Kikuyama et al., (2020), Gulcan and Aransiola. (2018), Levina, Purnamasari and Kristanti (2019), Aryati, Almasdy, Yetti and Desra (2022) stated that consumer experience is one of the factors that can cause satisfaction.

3. The Influence of Consumer Experience on Repurchase Intentions

    Based on the research results showing that the influence of consumer experience on repurchase intention has a positive path coefficient of 0.262 with t statistics 2.734 > 1.65 and a significant 0.000 < 0.05, then H3 which states that consumer experience has a significant and significant influence on repurchase intention can be accepted. where this means that the Consumer Experience variable is able to have a big influence on Repurchase Intention. The results of this research support previous research from Liang, Choi and Joppe, (2018), Ellitan, (2022), Levina, Purnamasari and Kristanti, (2019), Aldriyanti and Tjahjaningsih, (2022), Dewi and Giantari, (2022), who stated that Consumer Experience is one of the factors that can cause Repurchase Intention to occur.

4. The Effect of Trust on Satisfaction

    Based on the research results showing that the influence of trust on satisfaction has a positive path coefficient of 0.295 with t statistics 2,992 > 1.65 and a significant 0.000 <

0.05, then H4 which states that trust has a significant and significant effect on satisfaction can be accepted. The results of this study support previous research from Druică, Ianole-Călin, Băicuș and Dinescu (2021), Sulistyaningrum et al., (2023), Chou, Dang, Yen and Lai (2019), Harianto and Ellyawati, (2023), Sabrina *et al.*, 2023), which states that trust is one of the factors that can cause satisfaction.

5. The Influence of Trust on Repurchase Intention

    Based on the research results, it shows that the influence of trust on repurchase intention has a positive path coefficient of 0.228 with t statistics 2,117 > 1.65 and a significant 0.000 < 0.05, so H5 Trust has a significant and significant effect on repurchase intention can be accepted, so H5 which states Trust has an acceptable and significant influence on Repurchase Intention. The results of this research support previous research from Zaid, (2020), Putri, (2018), Sartika, (2022), Druică, Ianole-Călin, Băicuș and Dinescu, (2021), Hellier, Geursen, Carr, John and Rickard, (2015), which states that Trust is one of the factors that can cause Repurchase Intention to occur.

6. Effect of Product Quality on Trust

    Based on the research results, it shows that the effect of product quality on trust has a positive path coefficient of 0.294 with t statistics 2,749 > 1.65 and a significant 0.000 < 0.05, so H6 Product quality has a significant and significant effect on trust and can be accepted. The results of this study support previous research from Chou, Dang, Yen and Lai, (2019), Abdelkawy *et al.*, (2023), Esmalipour, Salary, and Shojaei, (2021), Chou, Dang, Yen and Lai (2019), which states that product quality is one of the factors that can cause trust.

7. Effect of Product Quality on Satisfaction

    Based on the research results, it shows that the effect of product quality on satisfaction has a positive path coefficient of 0.222 with T statistics 2.249 > 1.65 and a significant 0.000 < 0.05, so H7 product quality has a significant and significant effect on satisfaction. The results of this research support previous research from Jannah, Mappatompo and Haanurat, (2019), Albari, (2020), Lone and Bhat, (2023), Ayele, Hawulte, Feto, Basker and Bacha (2020), Tussifah and Navitsha (2021) , which states that product quality is one of the factors that can cause satisfaction.

8. The influence of satisfaction mediates consumer experience on repurchase intentions

    Based on the research results, it shows that the Influence of Consumer Experience on Repurchase Intention through Satisfaction has a positive path coefficient of 0.227 with a t statistic of 2.288 > 1.65 and a significant 0.001 < 0.05, so H8 Consumer Experience has a significant and significant effect on Repurchase Intention through Satisfaction can be received. The results of this research support previous research from Dewi and Giantari, (2022), Kusumo and Vidyanata, (2022), Ellitan, 2022), Wijaya et al., (2018), Kusumo and Vidyanata, (2022), which stated that satisfaction mediates Consumer experience is one of the factors that can cause repurchase intentions.

9. The Influence of Satisfaction on Repurchase Intentions

    Based on the research results, it shows that the influence of satisfaction on repurchase intention has a positive path coefficient of 0.257 with a t statistic of 2.767 > 1.65 and a significant 0.000 < 0.05, so H9 Satisfaction has a significant and significant effect on repurchase intention can be accepted. The results of this research support previous research from Putri, (2018), Zaid, (2020), Aldriyanti and Tjahjaningsih, (2022), Ellitan (2022), Kusumo and Vidyanata, (2022), which stated that satisfaction is one of the factors that can causes repurchase intention.

CONCLUSION

    Based on the introduction, discussion in the previous chapter and the results of the analysis of the discussion above regarding "The Influence of Trust, Consumer Experience,

Product Quality and Satisfaction as Mediators that Influence Repurchase Intentions of Pharmacy Consumers in Jakarta". as follows:

a. The Influence of Consumer Experience on Trust. In this research, the Consumer Experience variable has a significant and influential effect on the Trust variable.
b. The Influence of Consumer Experience on Satisfaction. In this research, the Consumer Experience variable has a significant and influential effect on the Satisfaction variable.
c. The Influence of Consumer Experience on Repurchase Intentions. In this research, the Consumer Experience variable has a significant and influential effect on the Repurchase Intention variable.
d. The Effect of Trust on Satisfaction. In this research, the Trust variable has a significant and influential effect on the Satisfaction variable.
e. The Influence of Trust on Repurchase Intention. In this research, the Trust variable has a significant and influential effect on the Repurchase Intention variable.
f. Effect of Product Quality on Trust. In this research, the Product Quality variable has a significant and influential effect on the Trust variable.
g. Effect of Product Quality on Satisfaction. In this research, the Product Quality variable has a significant and influential effect on the Satisfaction variable.
h. The Influence of Consumer Experience on Repurchase Intention through Satisfaction. In this research, the Consumer Experience variable has a significant and influential effect on the Repurchase Intention variable through Satisfaction
i. The Influence of Satisfaction on Repurchase Intention. In this research, the Satisfaction variable has a significant and influential effect on the Repurchase Intention variable.

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