

The Effect of Marketing Mix, Perception and Consumers' Knowledge on NEUROAID Buying Decision at South Sumatera Region

Lilly Quadrianti, Diah Isnaini Asiati & Maftuhah Nurrahmi

Universitas Muhammadiyah Palembang

Email: lilyquadrianti0907@gmail.com

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Abstract

This research aims to determine the influence of the marketing mix (product, price, place, promotion) and consumer perception and knowledge on purchasing decisions for Neuroaid in the Southern Sumatra region. The type of research is descriptive research with a quantitative approach. This research uses independent variables, namely marketing mix (product, price, place, promotion) and perception and knowledge, and the dependent variable is purchasing decisions. The population is consumers of Neuroaid PT. Mersifarma, southern Sumatra, with a sample of 92 people taken using cluster sampling. The data used is primary data with a questionnaire data collection method. The analysis technique used by researchers is Multiple Linear Regression. The research results prove that simultaneously 1) There is a positive and significant influence of the marketing mix (product, price, place, promotion) and perception and knowledge on purchasing decisions; 2) There is a positive and significant influence of the product on purchasing decisions; 3) There is a positive and significant influence of price on purchasing decisions; 4) There is a positive and significant influence of place on purchasing decisions; 5) There is a positive and significant influence of promotion on purchasing decisions; 6) There is a positive and significant influence of perception on purchasing decisions; 7) There is a positive and significant influence of knowledge on purchasing decisions.

Keywords: marketing mix, perception, knowledge of purchasing

1. Introduction

Marketing concepts are essential for a company to know and understand. In essence, after companies produce goods, they need good marketing so that the goods they have made can be sold. However, sometimes, at the production stage, several companies have designed their marketing concept. The main goal of the marketing concept is to increase the company's income from the number of consumers who choose the product. Whatever efforts a company undertakes, the company must be able to create a product that will meet people's needs. Not only does it fulfill people's needs, but it would be better if the product provided is still attractive to compete with products from other companies. One study in marketing is to look at consumer

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behavior in decision-making.

Understanding consumer behavior is crucial in marketing, especially in building customer relationships and predicting subsequent consumer behavior. Understanding consumer behavior is one of the keys to a marketer's success in controlling the market. By understanding consumer behavior, a marketer can design a product that suits consumers' wants.

PT. Mersifarma, located at Jalan Alang-alang Lebar, Palembang, is a pharmaceutical company in Palembang City—one of the products of PT. Mersifarma, an OTC drug in the form of Multivitamin tablets under the Neuroaid brand, is also not free from tight competition. This is indicated by the many brands of similar medications circulating on the market. This condition will affect the marketing activities or efforts carried out, especially in maintaining or increasing the market share of the product.

Consumers of medicinal products are diverse in terms of segments and behavior. For consumers of pharmaceutical products or medicines, the market segment is more psychographic, supported by trust in the quality and benefits of a specific product and having different purchasing behavior, which is influenced by internal and external factors. This situation will have implications for the strategy created by the company. One of the pharmaceutical companies that pays attention to customer satisfaction and loyalty is PT Mersifarma Tirmaku Mercusana, Palembang City.

The research object was consumers using Neuroaid in Palembang City. PT Mersifarma, which is located in Palembang City, is where operational activities are carried out. Of the various types of drugs available at PT Mersifarma, only Neuroaid was studied; this is because the phenomenon occurred in the Neuroaid product.

Data from Indonesian Business Trend quoted from IMS-Health, an information provider institution for the pharmaceutical and health industry, shows that of the IDR 4.9 trillion drug market in Indonesia in 2019, IDR 1.87 trillion or around 38% was a type of drug. Patent. Over-the-counter medicines (OTC Counter) were in second place with a value of IDR 921 billion, followed by sales of drugs from hospitals and pharmaceutical wholesalers with IDR 739 billion and IDR 600 billion, respectively—Indonesian Pharmaceutical Market Structure (Source: Indonesian Business Trend). One way for companies operating in the pharmaceutical sector is to find market information that can provide information about the extent of consumer acceptance of the products they produce. Consumers, who are the final destination of a product on the market, have a dynamic behavior, so every company would be better off if they could take advantage of this condition to attract more interest in their purchasing decisions. Likewise, it is hoped that medicinal or pharmaceutical products will generate positive consumer attitudes regarding purchasing decisions. PT. Mersifarma, as a company operating in the pharmaceutical sector, has a relatively large market share with various product numbers and types—currently PT. Mersifarma already produces around 60 over-the-counter (OTC) drug products and 280 prescription (Ethical) drugs. With the diversity of products it produces, PT. Mersifarma has different segmentation, target markets, and positioning for each product, according to each consumer's behavior regarding the products made by PT. Mersifarma is an OTC drug product in capsule form, namely Brain Multivitamin, with the Neuroaid brand. Neuroaid products are generally well-known in society and consumed by various groups. However, competition in similar product industries is currently also increasing. This condition is characterized by the increasing number of other brands circulating on the market. Similar products produced by competing companies also offer the same advantages as Neuroaid products. On average, they

provide advantages in the multivitamin content factor, benefits, and relatively competitive prices. This will be an obstacle for the company, especially in terms of maintaining the market share that has been obtained previously. Competition conditions are pretty harsh in the pharmaceutical sector, especially regarding medicinal products.

Brain Multivitamins such as Neuroaid have implications for the marketing strategy carried out by PT-Mersifarma, especially in the segmentation, targeting, and positioning of its products. Many companies have developed various marketing strategies in addition to other activities that require time, costs, and other consequences for the company. One of the company's efforts is to continue to create or provide promotional and advertising activities in various media. However, this situation does not guarantee that consumers will be interested in making purchases or maintain loyalty for consumers who have used Neuroaid products.

Based on sales data for Neuroaid products, sales achievements in 2022 still have a gap of around 5%, whereas the sales results for Neuroaid in the city of Palembang only show 95% of the target set by the company in 2022. There are several phenomena related to purchasing decisions for Neuroaid products. Firstly, regarding purchasing stability, there is a problem with the number of consumers who ask about Neuroaid products; only around 60% buy them; apart from that, it is impossible just to ask me about the product information. People are unsure about buying because sometimes they feel doubtful about the benefits they get; consumers need to learn about the product. Second, many consumers buy not because they want to but because they need to, so sometimes they feel forced to purchase the product. Third, sometimes, patients who use the product only for themselves are rarely willing to share their experiences, let alone recommend it to others.

The problem above is caused by several things, including the product. Neuroaid has a maximum shelf life of only 2 (two) years, and its expiration date is only short-lived; after that time, the drug cannot be consumed again. Apart from that, the phenomenon that occurs is the style of this product, which describes the appearance of the product, which is easy for competitors to copy or imitate because its appearance is straightforward to modify its appearance. Another area for improvement is reliability, namely the opportunity for a product to be free from failure in its function like the product. Neuroaid cannot be stored at unstable temperatures or hot temperatures. It will cause the product to clump and turn brown, which can cause the product to malfunction because it must be stored at a specific room temperature.

The phenomenon regarding price is unaffordability, where the price of Neuroaid is IDR 3,698,000/box while a similar competitor product, Neurofar, sells for IDR 1,680,000/box. With Neuroaid, consumers must consume it within 3 months, and every month, they must consume 3 boxes according to the recommended dosage. This price is an obstacle because many consumers need help to afford to buy it. This high price is because the primary raw material for this product is an imported product, which affects the selling price. The existence of several price differences causes relatively high competitiveness and makes patients think twice about buying this product because there are competitors who offer similar products.

Furthermore, there are phenomena regarding place, especially access. There are many ways to access this product, such as directly purchasing it through distributors in Palembang via cash or online, using the Amos application, or via Tokopedia, Shopee, Lazada, and others. However, this is because an inadequate internet network exists in remote areas. Consumers also need difficulty accessing residences that are difficult to reach by public transportation and an environment that does not support the products offered. Apart from that, the waiting time can

take up to 3-4 days because the delivery location is in remote places in remote villages, causing consumers to wait a long time and sometimes exceeding this time limit, where the reasonable time for the delivery process is only 1 day. This, of course, affects the distribution process—delivery of goods.

The phenomenon of promotions may also interfere with consumer purchasing decisions. Advertising delivered to consumers through print media, such as posters, is often put up in government and private hospitals when certain events are sometimes rarely seen by consumers directly. Then, brochures written in scientific medical language and mainly in English, often distributed to patients during hospital health events, are sometimes inadequate and do not make consumers understand the product because they use many medical terms. Sales promotion by giving discounts to consumers is often uneven between one patient and another. The company could be more optimal in building public relations to build closeness with consumers. Usually, activities are carried out only during specific events such as the World Stroke anniversary, which is held only once a year, and sometimes, the company needs to maximize patient follow-up.

Besides the marketing mix, consumer decision-making is influenced by psychological factors, including perception and knowledge. In terms of perception, the phenomenon is regarding attitudes that change and are inconsistent in using Neuroaid; according to the rules of use, it is used for 3 months, but many consumers only use it for 1 month. Consumer attitudes often change towards these products because some consumers perceive or assume that these products have the same properties for curing certain diseases, such as stroke. However, we do not know the additional benefits of the original (patented) drug, which has faster efficacy in treating stroke patients. Then, regarding beliefs, many consumers have inconsistent beliefs about the product, and the last is that consumers have too high expectations for the product. Many consumers think that by taking the drug, they will be immediately cured without adhering to the recommended dosage, even though everyone has problems. Health conditions can be influenced by age, extent of infarction, gender, place of residence, work, etc.

Furthermore, the last thing that can influence purchasing decisions is knowledge, where the phenomenon that occurs is a phenomenon regarding expertise, which is not as good as it happens in the field, which causes it to be unable to meet consumer expectations according to what consumers want. Sometimes, consumers do not understand the benefits of using the dose recommended by the doctor, so consumers often reduce the dose given by the doctor; this is because many consumers have a background not in the health sector, so many consumers ignore this besides their attitude and desire to use the product is not yet optimal because information about these products is never provided through advertisements on social media. Also, many consumers need to learn how to differentiate between original and (generic) medicines.

2. Literature Review

According to Craig-Less (2019), consumer behavior is the process a person or organization goes through in searching for, buying, using, evaluating, and disposing of products or services after consumption to meet their needs. According to Kotler and Keller (2019), consumer behavior refers to how individual consumers make purchasing decisions using available resources and then exchange them for goods or services to experience the benefits. In this way, we can identify a model that can be a reference for various behaviors that consumers are likely to give based on the variables that come their way.

Consumer purchasing decisions are the final behavioral decisions of individual consumers and

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households who purchase goods and services for personal consumption. According to Schiffman & Kanuk (in Sangadji & Sopiah, 2019), a decision is selecting an action from two or more choices. Meanwhile, according to Tjiptono (2020), purchasing decisions are one part of consumer behavior in the form of actions that are directly involved in efforts to obtain and determine products and services, including the decision-making process that precedes and follows these actions. A purchasing decision is a process that starts before the decision is made and continues until after the purchasing decision has been made.

The main factors that shape consumer behavior, as outlined by Kotler (2020), are marketing stimuli. These stimuli, which include the marketing mix (product, price, place, and promotion), other stimuli, consumer characteristics, and the purchasing decision process, play a significant role in influencing consumer behavior. Consumer characteristics encompass cultural, social, personal, and psychological factors such as motivation, perception, knowledge/learning, beliefs, and attitudes.

One of the factors that influences purchasing decisions is the product. Products are characteristics of a product or service that support its ability to satisfy consumer needs (Kotler and Armstrong, 2018). A product is something a company sells, be it services, goods, or other services. The product being sold must also be by the target market so product sales can be on target and meet expectations. The better a product, the more interested consumers will be in buying it, and vice versa; a poor product will make consumers less interested in buying it.

Apart from product variables, another factor that influences purchasing decisions is price. According to Tjiptono (2018: 151), price can be interpreted as a monetary unit or other measure (services and goods) that can be exchanged for the right to use or own goods and services. Pricing should also not be arbitrary, depending on the value of the product that consumers can perceive. Even so, the product price must be higher than production costs so that the company continues to profit and maintains business continuity. The better the price offered is by consumer desires, the more it will attract consumer buying interest in the product being offered and vice versa.

Then another factor that influences purchasing decisions is place. (Lupiyoadi, 2018) Location is where a company must be headquartered or reside to carry out its operational activities). An important factor in developing a business is the location of the location in urban areas, how to access or reach it, and the travel time from that location to the destination (Swastha and Irawan, 2019).

Another factor that influences purchasing decisions is promotion. Promotion, according to Kotler and Armstrong (2018), is an activity that communicates a product and persuades target consumers so that they want to buy the product. Promotion has a huge role, especially in communicating and providing information that can influence consumers so that they can accept or buy what the company produces.

Several previous studies have linked purchasing decisions with the marketing mix, namely research conducted by Bunga Puspita (2021) and research by Agus Susanto (2021), showing the results that the marketing mix (Product, Price, Place, Promotion) partially has a significant effect on drug purchasing decisions—herbal in the city of Bandung. Research was also conducted by Welfin Djayandi (2019) and Wahono Sumaryono (2020) with the results that the Marketing mix (Product, price, place, promotion) partially had a significant influence on Precursor Drug Purchase Decisions in Tegal City, Semarang, while research conducted by Elisabeth Purnamasari (2022) showed that different results that the Marketing Mix does not

have a significant effect on purchasing decisions for branded Mag drugs.

Research conducted by Preti Naomy (2021) and Sitompul (2022) entitled The influence of the marketing mix on drug purchasing decisions at Medan National Apartments shows that Product, Price, Place, and Promotion simultaneously have a positive and significant effect on Drug Purchasing Decisions. Meanwhile, research conducted by Firdawati Amir (2019) and Ririen Hardani (2020) showed different results, indicating that product and price do not significantly influence drug purchasing decisions via the Amos online application. The same thing was done by Dede (2022) and Komarudin (2022), entitled The Influence of the Marketing Mix of Panadol for Headaches on Purchasing Decisions and its Impact on Consumer Loyalty in Jakarta shows that the Marketing Mix Has a Simultaneous Effect on Purchasing Decisions so that it has an impact on Customer Loyalty.

The research conducted by Cahyono (2019) with the title The Influence of Individual Factors and Marketing Mix on Decisions to Purchase Medicines via Prescription at Outpatient Pharmacies in the Jember Hospital Pharmacy Installation showed the results that Marketing Mix had a significant influence on Decisions to Purchase Medicines. Meanwhile, research conducted by Adhela Eria (2022) and Serly Frida (2023) shows different results that place and promotion have little effect on purchasing decisions. The same thing was done by Agnes Febriane (2019) and Janarudin (2020), entitled Marketing Mix in the Purchasing Decisions of Drug Consumers at PT Mekada Abadi, which gave results that the Marketing Mix partially had a positive and significant effect on the decision to purchase medicines. This is different from research conducted by Silvia Sharen (2018) and Nur Rahman (2019) with the title The Effect of the Marketing Mix on Decisions to Purchase Herbal Medicines in the City Kalimantan, shows the results that price and Place do not influence the decision to purchase herbal medicines. Another variable that can influence purchasing decisions is the characteristics of consumer behavior in terms of psychological factors, namely knowledge, perception, and attitude.

The research on consumer psychology's characteristic variables has been the subject of several studies. Gordius Ago (2022) conducted a study on the 'Effect of Product Perception and brand image on generic drug purchasing decision and consumer satisfaction of hospital patients in East Kalimantan ', which found that perception and brand image had a partial and significant influence on Purchasing Decisions. This was followed by research by Abdul Hakim (2019) and Hajar Sugihantoro (2022), which found that the level of knowledge, perceptions, and attitudes influenced the decision to purchase herbal medicines at PT Saptasaritama. Marwali (2020) and Marnala Siregar (2021) conducted a study on the influence of culture, perception, and belief on purchasing decisions for Citicoline at PT Kalbe Farma, which found a positive and significant effect. However, the research by Maryam (2019) and Siregar Pakpahan (2020) found that perception did not significantly influence purchasing decisions.

The research on the influence of Culture, Perception, and Trust on decisions to purchase Herbal medicines has shown significant simultaneous and partial influence. Marwati (2021) conducted a study on this topic. Similarly, the research by Evi Marsila (2019) and AtikHendarwati (2022) on the 'Influence of Consumer Knowledge and Perception on Generic Drug Purchasing Decisions in Yogyakarta' found that consumer knowledge and perception had a positive and significant effect on generic drug purchasing decisions. Ministerio da Saude and Marcos (2020) conducted a study on 'Consumer perception of generic drug packages and its influence on product choice a study in Minas Gerais, Brazil ', which found that perception had a positive and significant influence on decisions to purchase generic drugs.

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On the other hand, research conducted by Suseno (2018) and Silvana (2019) shows that consumer behavior characteristics, namely consumer psychology factors in the form of knowledge and perception, do not influence the decision to purchase Neulin medicine at PT Feron. There is a research gap. Technology and information, especially in the health sector, are increasingly developing, and encouraging people's lifestyles in health care are also growing. In addition to quality health services, support for the availability of adequate medicines, supplements, and medical devices is needed to meet people's health care needs optimally. Patented drugs are new drugs produced through research and have a patent period that depends on the type of drug. Indonesian patents have a validity period of 20 years according to Law No. 14 of 2001 article 8 paragraph 1, and in article 9, the validity period of a simple patent is 10 years.

The influence of the marketing mix on purchasing decisions for Neuroaid in the South Sumatra region. According to Sopiah (2018), factors influencing purchasing decisions can come from within the product being offered or from the buyer or customer—personal, psychological, and social factors. Marketing stimuli can influence buying decisions through a marketing mix, including product, price, place, and promotion. This is supported by research by Bunga Puspita (2021) and research by Agus Susanto (2021) with the title Marketing mix (Product, Price, Place, Promotion) has a significant influence on decisions to purchase herbal medicines in the city of Bandung. Research conducted by Welfin Djayandi (2019) and Wahono Sumaryono (2020) stated that marketing mix (product, price, place, promotion) has a significant effect on purchasing decisions for precursor drugs in Tegal City. The research aims to see and determine the implementation of the marketing mix strategy Marketing Mix (product, price, place, promotion) in purchasing decisions for Precursor drugs at Kimia Farma Pharmacy, Tegal City. This research method uses qualitative descriptive research; the data analysis is descriptive and obtained from interviews and observations. Research shows that Marketing Mix (Product, Price, Place, Promotion) influences purchasing decisions. Meanwhile, research conducted by Sylvia Sharen (2018) and Nur Rahmah (2019) shows different results that show that place does not influence decisions to purchase herbal medicines. One of the efforts that can be made to influence consumers in the city of Palembang in purchasing decisions is the product where the phenomenon that occurs is that the shelf life of the Neuroaid product is only a maximum of 2 (two) years, its expiration date, where the shelf life is only short if the medication passes that period. It can no longer be consumed; apart from that, the phenomenon is that this product's style depicts the product's appearance, which is easy for competitors to copy or imitate. Another phenomenon is the reliability problem, namely the opportunity for a product to be free from failure in its function, such as the Neuroaid product. It cannot be stored at unstable temperatures or hot temperatures. It will cause the product to clump and turn brown, which can cause the product to malfunction because it must be stored at a specific room temperature. The phenomenon that occurs regarding price price is the unaffordability of the price price offered because many consumers have relatively low-income levels; the suitability of the price price offered sometimes makes consumers reluctant to buy the product because the primary raw material for the product is an imported product, thus affecting the selling price. , and the competitiveness is high enough to make patients think twice about buying this product because there are competitors who offer similar products. Furthermore, there is a phenomenon regarding place, namely access. Sometimes, consumers have access to a residence that is very difficult to reach by public transportation, then an environment that does not support the products being offered, then a location far from the business center and inadequate/unsupportive public facilities, for example, health facilities. , sports facilities,

educational facilities, worship facilities, and recreation areas, as well as waiting times and delivery times, which are sometimes late, also affect the distribution process of goods delivery. The phenomenon of promotion is also no less behind consumer purchasing decisions, where advertising delivered to consumers through print media, brochures, and posters is sometimes inadequate and does not make consumers understand the product because it uses a lot of medical terms. Sales promotions by giving discounts to consumers often are not evenly distributed between one patient and another, so the relationship with the existing community cannot build closeness with consumers.

The Influence of Consumer Perceptions on Neuroaid Purchasing Decisions in the South Sumatra Region. According to Kotler (2019), several factors influence purchasing decisions made by consumers, namely cultural factors, social factors, personal factors, and psychological factors (motivation, perception, learning, attitude). This is supported by significant research by Abdul Hakim (2019) and Hajar Sugantoro (2020) entitled The Influence of Consumer Behavior Descriptions in Decisions to Purchase Herbal Medicines from Pt Saptasaritama Jambi. The aim of this research is to provide a comprehensive understanding of consumer behavior in purchasing decisions about herbal medicines. This type of research is descriptive research, with a sample of 100 respondents who live in the largest biopharmaceutical crop producing areas in Indonesia, data collected by distributing questionnaires via Google form online. This research uses frequency distribution and description methods. The results of the research, which are of great importance, show that consumer behavior (motivation, perception, learning, attitude) influences purchasing decisions. Then, research was conducted by Marwali (2020) and Amidi (2021) entitled The Influence of Consumer Behavior on the Purchase of Citicoline Medicine at PT Kalbe Farma. The results of the research, which have practical implications, show a positive and significant effect on purchasing citicoline medication at PT Kalbe Farma. This study uses a qualitative method. Qualitative methods are deemed suitable for this research because they convey results in descriptive form without data and statistics (Jaya, 2020). According to Angrito and Setiawan (2018), qualitative research extracts information by describing phenomena or problems at the research site as primary data. This research aims to determine consumer behavior regarding purchasing decisions for Citicoline products.

Furthermore, what is intriguingly different from research conducted by Suseno (2018) and Silvana (2019) shows that consumer behavior has no influence on purchasing decisions for Neulin drugs at PT Feron. This is the Research Gap in this research, which adds a new dimension to our understanding of consumer behavior. One of the phenomena that occurs in consumer characteristics is perception, where what happens is a phenomenon that occurs, namely regarding consumer attitudes, which often change towards the product because some consumers have the perception or assumption that the product has the same properties for curing disease. Certain diseases, such as stroke, do not know the additional benefits of original (patented) drugs that have faster efficacy in treatment therapy for stroke patients. Then, regarding beliefs, many consumers have doubtful beliefs about the product, and the last is that consumers have too high expectations for the product; many consumers think that by taking the drug, they will be immediately cured without adhering to the recommended dosage given, even though everyone has different health problems which can be influenced by age, the extent of infarction, gender, place of residence, work, etc

The Influence of Consumer Knowledge on Neuroaid Purchasing Decisions in the South Sumatra Region. According to Kotler (2019), several factors influence purchasing decisions

made by consumers, namely cultural factors, social factors, personal factors, and psychological factors (motivation, perception, learning, attitude). This is supported by research conducted by Evi Marsila (2019) and Atik Hendarwaty (2022) entitled The Influence of Consumer Knowledge and Perception on Generic Drug Purchasing Decisions in Yogyakarta. The results show that consumer knowledge and perception positively and significantly affect generic drug purchasing decisions. Research conducted by Sucipto (2020) entitled The Influence of Consumer Psychology on the Decision to Purchase Generic Medicines at PT Suntipuri shows that knowledge positively and significantly affects the decision to purchase generic medicines. On the other hand, research conducted by Nurhadi (2019) and Oktopar (2020) shows that consumer psychology factors in the form of knowledge and perception do not influence drug purchasing decisions at PT Dexa Medika. There is a research gap.

3. Research Method

The research object is PT Mersifarma Palembang City, located at Jalan Bypass Terminal Alang-alang Lebar, Alang-alang Lebar District, Palembang 30154. The research variables that will be studied are the independent variables Product (X1), Price (X2), Place (X3), Promotion (X4), Perception (X5), and Knowledge (X6), with the dependent variable being Purchase Decision (Y1). The population in this study were 120 consumers who purchased Neuroaid directly from PT Mersifarma, with up to 92 Neuroaid consumers in South Sumatra. The data collection method used in this research is a questionnaire. The analysis model for this research is multiple linear regression analysis; this analysis is used to find out how much influence the independent variables have, namely: Product (X1), Price (X2), Place (X3), Promotion (X4) and Perception (X5) and Knowledge (X6) Regarding the Dependent variable, namely Purchase Decision (Y).

4. Findings and Discussions

The results of multiple linear regression analysis can be seen in the following table.

Table 1. Regression Result

	Model	B	Std. Error	Beta
1	(Constant)	.404	1.490	
	Produk	.433	.096	.149
	Harga	.374	.117	.019
	Tempat	.471	.115	.459
	Promosi	.468	.131	.066
	Persepsi	.378	.107	.059
	Pengetahuan	.365	.118	.322

The multiple linear regression model above can be explained as follows: 1) The constant value is 0.404. This value means that if the variables (price, product, place, promotion) and perception and knowledge do not exist, then the purchasing decision still exists but is very small. 2) The product coefficient value is 0.433; this value has a positive slope, indicating that if the product increases while other factors are considered *ceteris paribus*, the decision to purchase Neuroaid in the South Sumatra region will also increase. 3) The price coefficient value is 0.374, which has a positive slope, indicating that if the price increases, other factors are considered *ceteris paribus*; the decision to purchase Neuroaid in the South Sumatra region

will also increase. 4) The place coefficient value is 0.471. This value has a positive slope, which shows that if the place increases while other factors are considered *ceteris paribus*, the decision to purchase Neuroaid in the South Sumatra region will also increase. 5) The promotion coefficient value is 0.468; this value has a positive slope, showing that if promotions increase while other factors are considered *ceteris paribus*, the decision to purchase Neuroaid in the South Sumatra region will also increase. 6) The perception coefficient value is 0.378; this value has a positive slope, which shows that if perception increases while other factors are considered *ceteris paribus*, the decision to purchase Neuroaid in the South Sumatra region will also increase. 7) The consumer knowledge coefficient value is 0.365. This value has a positive slope, which shows that if consumer knowledge increases while other factors are considered *ceteris paribus*, the decision to purchase Neuroaid in the South Sumatra region will also increase.

Table 2. F Test

Model	Sum of Square	df	Mean Square	F	Sign
1 Regression	2565.325	6	427.554	34.96	0.000 ^a
Residual	1039.342	85	12.228	6	
Total	3604.667	91			

Based on the table above, the data shows that the Fcount value is 34.966, while the Ftable value at a confidence level of significance value is 5%, so the Ftable value is 2.207. Therefore, Fcount 34.966 is more significant than Ftable 2.207, and the table above also shows a significance value of 0.000, which is smaller than the alpha value of 0.05. It can be concluded that simultaneously, there is a significant influence of the marketing mix (product, price, place, promotion) and consumer perception and knowledge on Neuroaid purchasing decisions in the South Sumatra region.

Table 3. t-test

Model	t	Sign
1 (Constant)	.271	.787
Produk	4.514	.000
Harga	3.199	.001
Tempat	4.113	.000
Promosi	3.570	.000
Persepsi	3.529	.000
Pengetahuan	3.085	.003

The influence of the marketing mix (product, price, place, promotion) and consumer perception and knowledge simultaneously on Neuroaid purchasing decisions in the South Sumatra region. The results of simultaneous F Test hypothesis testing show a significant influence of the marketing mix (product, price, place, promotion) and consumer perception and knowledge simultaneously on Neuroaid purchasing decisions in the South Sumatra region. The F Test hypothesis test results show that the marketing mix (product, price, place, promotion) and consumer perception and knowledge of Neuroaid's purchasing decisions in the South Sumatra region are simultaneously influenced. The magnitude of the influence of these independent

variables is 69.1%, which can be categorized as high. This means that the independent variables studied describe the factors influencing purchasing decisions. The results of this research align with the theory stated by Sumarwan (2020), which states that the factors that influence purchasing decisions are marketing strategy, individual factors, consumer environmental factors, positioning and differentiation, and marketing mix. Apart from that, Shiffman and Kanuk (2021) state that the factors that influence consumer decisions are changes in the formation of consumer attitudes and behavior, environmental factors and marketing mix, stimuli, background characteristics of consumers, company marketing effort factors, and socio-cultural factors. The results of this research align with Bunga Puspita (2021) and Agus Susanto (2021), who found that together, the marketing mix influences purchasing decisions. Abdul Hakim (2019) and Evi Marsila (2019) also found that consumer perception and knowledge significantly influenced purchasing decisions.

The influence of the product on purchasing decisions for Neuroaid in the South Sumatra region. Testing the first partial hypothesis shows that the product significantly influences Neuroaid purchasing decisions in the South Sumatra region. The influence value has a positive and considerable slope, which means that increasing product quality will improve purchasing decisions. According to Shiffman and Khanuk (2021), marketing stimulation is one factor that influences consumer behavior. Marketing stimuli consist of product, price, place, and promotion. In this theory, the product is one of the elements influencing purchasing decisions. The results of this research are in line with Sumarwan's theory (2020), which states that one factor that influences purchasing decisions is the marketing mix. The marketing mix is several tools a company uses to achieve its goals. One of the marketing mixes is product. This research is also in line with the results of research conducted by Welfin Djayandi (2019), which found that products positively and significantly influence purchasing decisions. Wahono Sumaryono's (2020) research found that products partially have a positive and significant effect on buying decisions. Meanwhile, research conducted by Elisabeth Purnamasari (2022) showed different results, such as the marketing mix not significantly affecting the decision to purchase branded mag drugs. The results are different because this research only analyzes products, while previous research examines the marketing mix (product, price, place, and promotion) as one variable.

The influence of price on Neuroaid purchasing decisions in the South Sumatra region. The results of testing the second partial hypothesis show that price influences Neuroaid purchasing decisions in the South Sumatra region. The value of this influence has a positive and significant slope, meaning that if the price is more affordable for consumers, purchasing decisions will increase, or the better the price offered is by fulfilling consumer desires, the more consumers will be interested in buying the products offered and vice versa, according to Tjiptono (2018). According to Shiffman and Khanuk (2021), marketing stimulation is one factor that influences consumer behavior. Marketing stimuli consist of product, price, place, and promotion. In this theory, price is one of the elements influencing purchasing decisions. The results of this research are in line with Sumarwan's theory (2020), which states that one factor that influences purchasing decisions is the marketing mix. The marketing mix is a number of marketing tools that a company uses to achieve its goals, one of which is price. This research is also in line with the results of Bunga Puspita (2021), which found that price partially influences purchasing decisions. Research by Agus Susanto (2021) also found that price influences purchasing decisions, while research conducted by Firdawati Amir (2019) and Ririen Handayani (2020) shows different results from previous research that price and place do not have a significant

influence on decisions to purchase medicines through the application. Amos online, this research uses indicators of waiting time, delivery time, and access, while previous research used indicators of product diversity and product convenience. Based on the respondents, it appears that there are indications of problems related to consumer statements, namely: 1) The price of Neuroaid is very affordable for all groups, and several consumers deny this statement; 2) The price of Neuroaid is for more than just the upper class, where several consumers refuse this statement; 3) The price of Neuroaid is according to the benefits obtained, where several consumers deny this statement. Based on the problem above, the researcher recommends that education be carried out regarding this price, namely by understanding consumers that the price of this product is based on its quality, especially since it is an imported product whose raw materials are all obtained from abroad. The following solution is to offer consumers a retail purchase at a pharmacy. - certain pharmacies so that middle and lower-class consumers can reach lower-classes, then think about the benefits of the price that will be sold with the benefits provided to consumers by educating them that for optimal improvement, they must use the dosage recommended by the doctor. These improvements are expected to impact the decision to purchase Neuroaid in the South Sumatra region so that consumers do not hesitate and are confident in buying the Neuroaid drug.

The influence of place on Neuroaid purchasing decisions in the South Sumatra region. The results of testing the third partial hypothesis show that place positively and significantly influences Neuroaid purchasing decisions in the South Sumatra Region. This means that if the place is better and closer to consumers, purchasing decisions will increase. To get maximum profits, an appropriate distribution strategy is needed so that the product can reach consumers, Oentoro (2019). Shiffman and Khanuk (2021) state that marketing stimulation influences consumer behavior. Marketing stimuli consist of product, price, place, and promotion. In this theory, place appears to influence purchasing decisions. The results of this research align with Sumarwan's (2020) theory, which states that one factor influencing purchasing decisions is the marketing mix. The marketing mix is a number of marketing tools that a company uses to achieve its goals. One of the marketing mixes is place. This research is also in line with the results of research conducted by Welfin Djayandi (2019), which found that products positively and significantly influence purchasing decisions. Research by Wahono Sumaryono (2020) found that products partially have a positive and significant effect on purchasing decisions. Meanwhile, research conducted by Adhela Eria (2022) and Serly Frida (2023) showed different results, such that the place did not have a significant effect due to the variables involved. The place of purchase was more heterogeneous compared to the previous study; the place was only in hospitals, while this variable also added pharmacies to purchasing decisions.

The influence of promotions on Neuroaid purchasing decisions in the South Sumatra region. The results of testing the fourth partial hypothesis show that promotions influence Neuroaid purchasing decisions in the South Sumatra region. The value of this influence has a positive and significant slope, meaning that if the promotion is more comprehensive and carried out more intensively, purchasing decisions will increase. Promotion is an effort or activity by a company to influence actual and potential consumers so that they want to buy the products currently offered. In the future, according to Sistaningrum (2020) and Ratih Huriyati (2019), promotion is one of the determining factors for the success of a marketing program. According to Shiffman and Khanuk (2021), marketing stimulation is one factor that influences consumer behavior. Marketing stimuli consist of product, price, place, and promotion. In this theory, promotion appears to be one of the elements that influences purchasing decisions. The results

of this research align with the theory stated by Sumarwan (2020), which states that one factor influencing purchasing decisions is the marketing mix. The marketing mix is a number of marketing tools that a company uses to achieve its goals. One of the marketing mixes is promotion. This research also aligns with the results of Welfin Djayandi (2019), which found that promotions partially influence purchasing decisions. Research by Agus Susanto (2021) also found that promotions influence purchasing decisions. Meanwhile, research conducted by Silvia Sharen (2018) and Nur Rahman (2019) shows different results regarding the influence of the marketing mix on purchasing decisions for herbal medicines in Kalimantan. The results show that place and promotion do not influence purchasing herbal medicine. What differentiates this research from previous research is that the indicators used in this research use advertising, sales promotion, and public relations indicators, while the last research used indicators of direct sales, personal selling, and public relations.

The influence of perception on Neuroaid purchasing decisions in the South Sumatra region. The results of testing the second partial hypothesis reveal a significant finding: perception influences Neuroaid purchasing decisions in the South Sumatra region. This influence, with a positive value, underscores the importance of consumer perception in driving purchasing decisions. As perception is the process of organizing stimuli influenced by various knowledge, desires, and experiences, it plays a crucial role in human behavior and choice determination. According to Shiffman and Kanuk (2021), the background characteristics of consumers consist of individual differences that greatly influence purchasing decisions, namely religion, needs and motivation, personality, information processing, perception, learning process, knowledge, and consumer attitudes. In this regard, perception is one element that influences purchasing decisions. The results of this research are in line with the theory stated by Shiffman and Kanuk (2021), which states that the factors that influence consumer decisions are changes in the formation of consumer attitudes and behavior, environmental factors and marketing mix, stimuli, background characteristics of consumers, company marketing effort factors, and socio-cultural factors. The background factors of consumer characteristics consist of individual differences that appear in consumers and psychological processes that occur in consumers, which greatly influence purchasing decisions, namely religion, needs and motivation, personality, information processing and perception, learning processes, knowledge, and consumer attitudes. This research also aligns with Marwali's (2020) study, which found that consumer perceptions positively and significantly affect purchasing decisions. Amidi (2021) also found a positive and considerable influence of consumer perception on buying decisions. Meanwhile, Suseno's (2018) and Silvana's (2019) research shows that consumer behavior does not affect buying decisions for Neulin medicine at PT Feron.

The influence of consumer knowledge on Neuroaid purchasing decisions in the South Sumatra region. The results of testing the sixth partial hypothesis show that consumer knowledge influences Neuroaid purchasing decisions in the South Sumatra region. This influence value has a positive and significant slope, meaning that purchasing decisions will increase if consumer knowledge is higher. In developing knowledge, humans can reach their full potential and contribute to the development of society and the world. It is essential to continue learning, innovating, and sharing knowledge to continue to develop and positively impact the world around us, S Otomo (2019). According to Shiffman and Kanuk (2021), consumers' background characteristics consist of individual differences that greatly influence purchasing decisions, namely religion, needs and motivation, personality, information processing, perception, learning process, knowledge, and consumer attitudes. Knowledge is one of the elements

influencing purchasing decisions. The results of this research are in line with the theory stated by Shiffman and Kanuk (2021), which states that the factors that influence consumer decisions are changes in the formation of consumer attitudes and behavior, environmental factors and marketing mix, stimuli, background characteristics of consumers, factors in the company's marketing efforts, and socio-cultural factors. The background factors of consumer characteristics consist of individual differences in consumers and psychological processes that occur in consumers, which greatly influence purchasing decisions, namely religion, needs and motivation, personality, information processing and perception, learning processes, knowledge, and consumer attitudes. This research is also in line with the results of research conducted by Evi Marcela (2019), which states that consumer knowledge partially influences purchasing decisions. Atik Hendarwaty's (2022) findings also found that consumer knowledge positively and significantly affects purchasing decisions. Meanwhile, research by Maryam (2019) and Siregar Pakpahan (2020) states that expertise does not influence buying decisions.

5. Conclusion

It can be concluded that The marketing mix (Product, Price, Place, Promotion) and Perception and Knowledge positively and significantly influence Neuroaid purchasing decisions in the South Sumatra region. A Companies managing Neuroaid must pay attention to the marketing mix and consumer characteristics, which have been proven to influence purchasing decisions. Regarding the marketing mix of the company managing Neuroaid, researchers should suggest improvements to the understanding of the product, namely by providing consumers with a sense of the design, providing a more extended expiry period, and storing the product at room temperature, then regarding the price what can be done is providing education to consumers that the cost of the product is by the benefits obtained, apart from the product being an imported product, the product also has an excellent impact on health, further understanding of the place where the product is supplied so that it can be distributed evenly across all pharmacies, not just Pareto pharmacies and for delivery. It is best to collaborate with the shipping company so that the product can quickly reach the hands of consumers, and then regarding promotions, what should be done is to hold events more often, especially at hospitals, so that this can provide more information to consumers and provide discounts. Attract consumers for continuous purchases. These improvements will likely positively impact purchasing decisions for Neuroaid in the South Sumatra region so that consumers are confident in purchasing Neuroaid medication. Regarding buyers' characteristics, researchers suggest that a review of these perceptions be carried out by convincing consumers about the benefits of Neuroaid. For example, it can explain the health benefits of the Neuroaid product and then provide information related to the doctor's recommended dosage, which must be adhered to to allow for optimal health impact. Researchers also suggest that socialization be carried out to improve consumer knowledge, namely by providing information related to the Neuroaid product's health link via social media to consumers, then providing an overview of the impact of the analysis, which will have a good effect on health, for example giving knowledge about cases. Stroke in the world so consumers can discover the impact of Neuroaid product analysis. Then, consumers are also given educational knowledge that the use of Neuroaid will provide maximum results if it is used correctly with these improvements; it is hoped that it will have a good impact on the decision to purchase Neuroaid in the South Sumatra region so that consumers are confident in purchasing Neuroaid medicines.

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