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The Influence of Product Types and Promotion on Customer Loyalty at Ifarma Pharmacy Kebo Iwa Denpasar

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ABSTRACT

The increasingly fierce business competition in the pharmaceutical industry requires pharmacies to continuously improve their strategies to retain and attract customers. This study aims to analyze the influence of product types and promotion on customer loyalty at IFarma Pharmacy Kebo Iwa Denpasar. The research method used is quantitative, employing a survey approach with questionnaires distributed to pharmacy customers. The population in this study consisted of IFarma Pharmacy customers who made purchases at IFarma Pharmacy Kebo Iwa during March 2025. Samples were taken using a purposive sampling technique, totaling 222 respondents. The characteristics of the respondents obtained were 55.9% (124 people) female, the majority of respondents were between 20 and 40 years old, totaling 185 people (83.3%), the highest level of education was high school 49.5% (110 people), 196 respondents were employed (88.29%), with the majority earning between IDR 2,000,000 - 5,000,000, totaling 105 people (47.30%), and a frequency of 2-3 visits was reported by 121 people (54.50%). The results showed that the regression coefficient for the promotion variable was 0.224, meaning that a 1% increase in promotion would increase customer loyalty to IFarma Pharmacy Kebo Iwa by 22.4%. The positive value of 0.224 indicates a positive correlation between the variety of products offered and effective promotional strategies, which positively and significantly influence customer loyalty. This confirms the importance of providing diverse products and targeted promotions to enhance customer satisfaction and commitment to repeat purchases. This research is expected to serve as a reference for pharmacy managers in formulating more effective marketing strategies to maintain customer loyalty amid
increasingly competitive market conditions.

Keywords: product types; promotion; customer loyalty

ABSTRAK

Persaingan bisnis yang semakin ketat di industri farmasi menuntut apotek untuk terus meningkatkan strategi dalam mempertahankan dan menarik pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh jenis produk dan promosi terhadap loyalitas pelanggan di Apotek IFarma Kebo Iwa Denpasar. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei menggunakan kuesioner yang disebarkan kepada pelanggan apotek. Populasi pada penelitian ini adalah pelanggan Apotek IFarma yang melakukan pembelian di Apotek IFarma Kebo Iwa selama bulan Maret 2025. Sampel diambil dengan teknik purposive sampling dengan jumlah 222 responden. Karakteristik responden yang diperoleh adalah 55.9% (124 orang) responden berjenis kelamin perempuan, usia responden terbanyak pada usia 20 tahun - 40 tahun yakni berjumlah 185 orang (83,3%), tingkat pendidikan responden terbanyak adalah SMA 49,5% (110 orang), responden yang bekerja sebanyak 196 orang (88,29%), dengan penghasilan yang terbanyak sebesar Rp 2.000.000 - 5.000.000 berjumlah 105 orang (47,30%) dan data frekwensi kunjungan 2-3x diperoleh data sebanyak 121 orang (54,50%). Hasil penelitian menunjukkan koefisien regresi variabel promosi sebesar 0,224 berarti peningkatan atas promosi sebesar 1% maka loyalitas pelanggan terhadap Apotek IFarma Kebo Iwa akan meningkat sebesar 22,4 %, nilai positif 0,224 menunjukkan bahwa ada korelasi positif antara variasi produk yang ditawarkan dengan strategi promosi yang efektif, berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Hal ini menegaskan pentingnya penyediaan produk yang beragam dan promosi yang tepat sasaran guna meningkatkan kepuasan dan komitmen pelanggan untuk melakukan pembelian ulang. Penelitian ini diharapkan dapat menjadi referensi bagi pengelola apotek dalam merumuskan strategi pemasaran yang lebih efektif untuk mempertahankan loyalitas pelanggan di tengah persaingan pasar yang semakin kompetitif.

Kata kunci: jenis produk; promosi; loyalitas pelanggan

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INTRODUCTION

Increasingly fierce business competition requires companies to be more aggressive in attracting and retaining consumers. This has led companies to become more creative in conducting their business activities. Companies are making various efforts to increase sales and satisfy consumer needs. Consumers are the target audience for all companies offering goods and services. The products offered require a balanced strategy to be used by producers in the market. The intensifying competition among direct competitors in the market poses a common threat to companies, whether they are local, national, or international[1].

The free market, which has been adopted by many countries worldwide, presents companies with even greater challenges. Companies are required to be more creative in leveraging available opportunities. One approach that can be taken is to identify, explore, and analyze the main factors contributing to success in increasing sales. Consumer needs and desires are constantly changing in line with developments in technology, economics, education, and socio-cultural aspects, thereby influencing the consumption patterns of society.

Consumer behavior is becoming increasingly varied in making purchasing decisions for products that meet their needs. In this context, customer loyalty is an important indicator for assessing a company's success. According to Griffin, customer loyalty is a consumer's commitment to repurchasing a product or service, even though there are many other alternatives available[2]. This loyalty can be built through customer satisfaction, product quality, and effective promotions.

One of the companies currently facing intense competition is the distribution sector, particularly in the finished goods and pharmaceutical industries. The pharmaceutical industry plays a crucial role in ensuring and improving public health, producing and distributing medications to address various illnesses, and guaranteeing access to and availability of medications for the public. According to Kusnadi, Chairman of GPFI, since 2021, the pharmaceutical industry has experienced a growth rate of 10.81%. The total value recorded by the national pharmaceutical industry in 2021 reached approximately Rp 90-95 trillion. This 10.81% growth was based on sales indicators calculated by credible institutions.

Ferry A. Soetikno, Deputy Chairman of the Indonesian Pharmaceutical Companies Association (GPFI), said that the pharmaceutical industry in Indonesia continues to grow. In 2022, the pharmaceutical market potential reached Rp 110 trillion to Rp 120 trillion. The pharmaceutical industry in Indonesia is heavily dominated by the domestic market, with Indonesian pharmaceutical products also exported overseas.

In 2022, there were 190 local pharmaceutical factories, over 2,000 national pharmaceutical wholesalers (PBF) for finished drugs, 70 PBFs for drug raw materials, 18,000 pharmacies, and 8,000 drug stores spread across the archipelago, operated by both private national entities and state-owned enterprises. Similarly, the growth of pharmacies in Bali, particularly in the city of Denpasar, has seen a steady increase from 187 pharmacies in 2004 to 348 pharmacies recorded by the Bali Provincial Statistics Agency in 2023. This data aligns with Sanjiwani's analysis of pharmacy distribution in Denpasar, which recorded 348 active pharmacies as of February 2023. The ratio of pharmacies to population in Denpasar City reaches 1:1,875, meeting the WHO standard (1:2,000)[3].

The distribution pattern of pharmacies in Denpasar City tends to be clustered, with 7% of villages having a clustered pharmacy distribution pattern (z score<-1). This growth in pharmacies is driven by increased public demand for access to medicines and pharmaceutical services, particularly in densely populated areas. The distribution of pharmacies in Denpasar also shows a tendency to cluster in strategic areas such as those near hospitals and city centers, reflecting the trend of pharmacy business expansion in locations with potential[3].

Syahputra, in his article, states that the frequency of visits to pharmacies depends on two factors: product type and promotions[4]. Product type consists of product quality and product variety. High-quality products, such as supplements and medications, tend to attract customers to

return. Research conducted by Diaz Pramayswara indicates that the quality of medications provided by pharmacies significantly influences customer loyalty[5]. The analysis results show that perceived quality, which includes consumers' evaluations of product quality based on their experiences, has a positive impact on consumer loyalty. The better consumers' perceptions of medication quality, the higher the level of loyalty demonstrated by consumers, as measured by purchase frequency and recommendations to others.

Product variety also has a positive and significant influence on customer loyalty. By offering a wide range of medications, pharmacies can meet the growing health needs of the community, thereby enhancing customer satisfaction. Several promotional methods, including loyalty programs—programs that allow customers to collect points or receive discounts for future purchases—are highly effective in increasing loyalty. This provides incentives for customers to continue shopping at a particular pharmacy[6].

In line with efforts to complement existing product variants, pharmacies must undertake promotional efforts aimed at retaining existing customers and attracting the public to become new customers. Promotion plays an important role in building and maintaining customer loyalty. Several studies show that effective promotional strategies can increase customer satisfaction, which in turn contributes to their loyalty to the brand or product. Research indicates that promotions have a significant positive influence on customer satisfaction.

In one study, the path coefficients for this relationship were 0.941, meaning that every one-point increase in promotions can substantially increase customer satisfaction[7]. This research aligns with Sitompul's study, which states that product, price, location, and promotion simultaneously have a positive and significant effect on employees purchasing decisions at National Pharmacy[8]. The results show that promotion has a significant positive influence, with a coefficient of 0.373, meaning that every one-unit increase in promotion will increase purchasing decisions by 37.3%. A similar study by Santoso & Rahayu found that product variety, promotion, price, and brand image positively and significantly influence customer loyalty[9].

Another study conducted by Wicaksono states that marketing communication strategies are one of the first steps in introducing products and services to consumers and will be very important because they are related to the profits earned by the company[10]. Apotek K-24 Mulyosari implements marketing communication strategies by providing convenience in every service. One of them is by providing several service features via the internet. This marketing strategy of providing convenience will influence both customers and potential customers in terms of attitude change. Customers who are satisfied with the quality of services and products sold will contribute to a positive image and generate loyal customers. Loyal customers will continue to use the brand, even when faced with many alternative competing brands[11].

IFarma Pharmacy, located on Kebo Iwa Street in Denpasar, faces several issues that could potentially affect the pharmacy's performance in attracting and retaining customers. Data obtained from the initial assessment at IFarma Pharmacy revealed several issues, including insufficient market needs analysis data. IFarma Pharmacy offers a variety of products, ranging from supplements to health devices, totaling approximately 4,095 product items. Based on the SWOT assessment conducted by the researcher, IFarma Pharmacy has significant strengths and opportunities because it is located on the main road of Kebo Iwa Utara, offering a strategic location and easy access. Being in a densely populated residential area, adjacent to a traditional market, provides a large potential customer base. The threat is the relatively high number of competitors in the Gatsu Barat and Padangsambian areas, where several pharmacies are spread out in close proximity.

IFarma Pharmacy generates an average daily revenue of approximately Rp13,153,100 using the accounting system implemented by the owner. IFarma Pharmacy also frequently holds promotions offering direct gifts to customers and provides education through social media as well as direct education to customers who

visit the store. IFarma Pharmacy implements a membership system for its customers, with platinum members and free members enjoying special discounts or specific gifts.

Based on several issues and reviewing previous research findings, the researcher is interested in conducting research at IFarma Pharmacy to determine whether the types of products offered by IFarma and its promotional activities influence customer loyalty to continue purchasing products at IFarma Pharmacy. This study proposes several hypotheses to test the influence of independent variables on customer loyalty at IFarma Kebo Iwa Denpasar Pharmacy. The first hypothesis (H1) suggests that there is a significant influence of product type on customer loyalty. The second hypothesis (H2) suggests that there is a significant influence of promotion on customer loyalty. Furthermore, the third hypothesis (H3) suggests that product type and promotions together (simultaneously) have a significant influence on customer loyalty at the pharmacy. For each hypothesis, H0 is proposed as the opposite statement, namely that there is no significant influence.

MATERIALS AND METHODS

This is a non-experimental, analytical, quantitative study based on the collection and analysis of numerical data to test hypotheses and answer research questions. The study aims to analyze the relationship between two independent variables (product type and promotion) and one dependent variable (customer loyalty). Analytical methods typically involve hypothesis testing and statistical analysis to understand the relationship or influence between variables. These methods are often used to study social phenomena, behaviors, or conditions that can be measured statistically. Quantitative research designs aim to produce objective data that can be generalized to a broader population.

This study was conducted in March 2025 at the Ifarma Pharmacy Kebo Iwa. The population in this study was IFarma customers who made purchases at the IFarma Kebo Iwa Pharmacy during March 2025. The sample used was obtained by purposive sampling, a non-probability sampling technique in which the researcher selects individuals or groups based on certain criteria relevant to the research objectives. To determine the sample size in purposive sampling, the Slovin formula was used. The inclusion criteria for this study were IFarma customers aged 17 years or older who made transactions at IFarma. Meanwhile, the exclusion criteria for this study were customers who were unwilling to be respondents and those who did not make transactions.

Sampling Technique

The sample in this study was taken using accidental sampling and purposive sampling techniques, so every customer who made a purchase at IFarma Pharmacy was given a questionnaire that had been prepared in accordance with the inclusion criteria.

Research Instrument

The research instrument used a questionnaire with a 4-item Likert scale for assessment: SS (strongly agree), S (agree), TS (disagree), and STS (strongly disagree), and there were positive and negative statements on the questionnaire. The three rating items: product type, promotion, and customer loyalty, each have 9 statement items[30].

Research Variables

This study involved both independent and dependent variables. The independent variables in this study consist of product type and promotion, while the dependent variable is customer loyalty. Meanwhile, the dependent variable defined as the variable influenced or resulting from the independent variable in this study is customer loyalty.

Data Collection Method

The type of data collected is primary data. Primary data is data obtained directly from the data source, namely by using questionnaires to be filled out by respondents. Questionnaire completion is a data collection technique carried out by providing a set of written questions or statements to respondents for them to answer[12]. In this study, the researcher used two forms of questionnaires: an online questionnaire in the form of a Google Form and a manual questionnaire to be distributed to respondents, namely consumers of IFarma Pharmacy. The use of technology through Google Form aims to improve time

efficiency and expand the reach of respondents. The measurement scale in this study uses the Likert scale, which is used to measure the behavior, ideas, and perceptions of an individual or group of people regarding social phenomena[12]. The Likert scale has positive to negative values, with ratings provided. The steps for data collection are as follows:

1. Data collection by distributing questionnaires to IFarma Pharmacy customers.
2. The researcher explains the research to be conducted and requests permission from IFarma pharmacy customers to be respondents.
3. The researcher provides a request form to become a respondent and directs customers who are willing to become respondents to sign the consent form.
4. The researcher explains to the respondents how to fill out the prepared questionnaire, which will then be completed by the respondents.

Data Analysis

Rosita et al., explain that validity testing aims to test the accuracy of measuring instruments in measuring research variables[13]. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal what the questionnaire is intended to measure. The basis for decision-making used to test the validity of the questionnaire is: If the calculated r is positive and the calculated r > r table, then the variable is valid. If the calculated r is not positive and the calculated r < r table, then the variable is not valid. To determine the validity of the questionnaire, a validity test is conducted using the SPSS (Statistical Package for Social Sciences) program.

A questionnaire is considered reliable if it consistently produces stable results over time[8]. In this study, reliability was tested using SPSS with the Cronbach's Alpha method. According to Sugiyono, an instrument is reliable if repeated measurements yield consistent results, with Cronbach's Alpha > 0.70 indicating reliability, and < 0.70 indicating otherwise[12].

Respondent Characteristics Data

The respondent characteristics data to be presented align with the operational definition table, including gender, education level, occupation, income, and frequency of customer visits to iFarma.

Hypothesis Analysis

Homogeneity Test

The homogeneity test is used to determine whether the variances of two or more data groups are the same or not. This is important in statistical analysis, especially when comparing means between groups.

Normality Test

The normality test aims to determine whether each variable is normally distributed or not[14]. The normality test is necessary because other variable tests are conducted under the assumption that residual values follow a normal distribution. The normality test can be performed using the Kolmogorov-Smirnov statistical test, which involves comparing the probability values from the analysis with the α value, with the following criteria: If Asyim. Sig > α (0.050), then the variable data is normally distributed. If Asyim. Sig < α (0.050), then the variable data is not normally distributed.

Multiple Linear Regression

Multiple linear regression analysis is an analysis used by researchers when they intend to predict how the dependent variable (criterium) will change (increase or decrease) when two or more independent variables as predictor factors are manipulated (their values are increased or decreased). Multiple linear regression analysis is used to test the influence of several independent variables and dependent variables. To analyze the data into simple regression, SPSS software is used.

RESULTS AND DISCUSSIONS

This study began with the data collection stage, which involved distributing questionnaires to customers of the IFarma Kebo Iwa Denpasar pharmacy in accordance with the predetermined sample size. The questionnaire used had undergone validity and reliability testing, making it suitable for use as a data collection tool. Validity testing is an instrument that can be used to measure the relationship between data occurring in the object and data that can be collected by the researcher[12]. Validity testing in this study used the Pearson product-moment correlation technique, based on the principle of correlating or

linking each item score with the total score obtained from respondents' answers to the questionnaire, with the assistance of SPSS software.

A decision in validity testing is considered valid if the p-value is less than 0.05 or the calculated r is greater than the table r (calculated r > table r) and is considered invalid if the p-value is greater than 0.05 or the calculated r is less than the table r (calculated r < table r). The r-table value is obtained from the r table with a degree of freedom N-2, where n is the number of respondents or data, so N-2 in this study is 30-2, and at a significance level of 5%, the r-table value is 0.3061.

Data Analysis

The first test was conducted on 30 samples, according to Sugiyono, who stated that the minimum number of questionnaire trials is at least 30 samples[12]. With a minimum of 30 people, the distribution of values will be closer to a normal curve.

Questionnaire Validity Test Results

Table 1. Results of the Research Questionnaire Validity Test

Variable	Item Question	Coefficient Correlation	r-table	Desc.
Product	1	0,857	0,3061	*Valid*
	2	0,899	0,3061	*Valid*
	3	0,849	0,3061	*Valid*
	4	0,690	0,3061	*Valid*
Promotion	1	0,777	0,3061	*Valid*
	2	0,842	0,3061	*Valid*
	3	0,674	0,3061	*Valid*
	4	0,636	0,3061	*Valid*
	5	0,703	0,3061	*Valid*
Customer Loyalty	1	0,907	0,3061	*Valid*
	2	0,877	0,3061	*Valid*
	3	0,786	0,3061	*Valid*
	4	0,947	0,3061	*Valid*

Based on the analysis in the table above, it can be concluded that all questionnaire items in this study are valid because the correlation coefficient (r-count) value is greater than r-table.

Questionnaire Reliability Test Results

The reliability test in this study used Cronbach's Alpha technique with the decision criteria that it is considered reliable if the sig value is > 0.60 and unreliable if sig is < 0.60[12]. The results of the questionnaire reliability test in this study are presented in the following table:

Table 2. Questionnaire Reliability Test Results

Variable	*Cronbach's Alpha*	*N of Items*	*Description*
Product	0,839	4	Reliable
Promotion	0,751	5	Reliable
Customer Loyalty	0,894	4	Reliable

The reliability test results in Table 4.2 show that the Cronbach's Alpha values produced for each variable are above the recommended critical value. The measurement is only taken once and then the results are compared with other questions or measure the correlation between the answers to the questions. A research instrument can be said to be consistent if it is proven to be reliable, i.e., if the Cronbach's Alpha value is >0.70. Meanwhile, in the study with 222 respondents, the validity and reliability test results are as follows.

Testing of Research Data

To determine whether the statements presented to respondents are valid or not, a validity test is required. The validity test can be determined through the Correlated Item-Total Correlation (CITC) value. The CITC value will be compared with the r-Table value because the criterion used to determine validity is based on the r-Table. According to Ghozali, if the CITC value is greater than the r-Table value, then the statement can be considered valid[14].

Questionnaire Validity Test Results

A validity test is used to measure the validity of statements in a questionnaire that has been created[14]. The validity test in this study uses the Pearson product-moment correlation validity technique, which involves correlating or linking each item score with the total score obtained from respondents answers to the questionnaire using the SPSS application. A decision in validity testing is considered valid if the p-value is less than 0.05 or the calculated r is greater than the table r (calculated r > table r) and is considered invalid if the p-value is greater

than 0.05 or the calculated r is less than the table r (calculated r < table r). The r-table value is obtained from the r table with a degree of freedom N-2, where n is the number of respondents or data, so N-2 in this study is 222-2, and at a significance level of 5%, the r-table value is 0.1107. The following are the results of the questionnaire validity test in this study, as presented in the table below.

Table 3. Results of the Research Questionnaire Validity Test

Variable	Item Question	Coefficient Correlation	r-table	Desc
Product	1	0,680	0,1107	*Valid*
	2	0,762	0,1107	*Valid*
	3	0,854	0,1107	*Valid*
	4	0,781	0,1107	*Valid*
Promotion	1	0,539	0,1107	*Valid*
	2	0,775	0,1107	*Valid*
	3	0,711	0,1107	*Valid*
	4	0,611	0,1107	*Valid*
	5	0,823	0,1107	*Valid*
Customer Loyalty	1	0,779	0,1107	*Valid*
	2	0,794	0,1107	*Valid*
	3	0,798	0,1107	*Valid*
	4	0,788	0,1107	*Valid*

Based on the analysis in the table above, it can be concluded that all questionnaire items in this study are valid because all r counts are greater than r tables, meaning that all questions have a value greater than 0.1107.

Questionnaire Reliability Test Results

Reliability testing is used to measure the reliability of data, where an instrument is considered reliable if it can produce the same data when used to measure the same object repeatedly[12]. The reliability test in this study with 222 respondents used Cronbach's Alpha technique with the decision criteria that it is considered reliable if the sig value is > 0.06 and unreliable if sig is < 0.06. The results of the questionnaire reliability test in this study are presented in the following table.

Table 4. Questionnaire Reliability Test Results

Variable	*Cronbach's Alpha*	*N of Items*	*Description*
Product	0,769	4	Reliable
Promotion	0,733	5	Reliable
Customer Loyalty	0,795	4	Reliable

Based on the results of the reliability test of the research questionnaire on the Product variable using Cronbach's Alpha technique, a value of 0.769 (Cronbach's Alpha > 0.60) was obtained. Therefore, it can be concluded that the questionnaire items used in this study on the Product Quality variable are reliable or trustworthy and consistent, as the value of 0.769 > 0.6, indicating that the reliability level of this questionnaire with 222 respondents is 76.9%.

The reliability test results of the research questionnaire on the Promotion decision variable using Cronbach's Alpha technique obtained a value of 0.733 (Cronbach's Alpha > 0.60). Therefore, it can be concluded that the questionnaire items used in this study on the Promotion variable are reliable or trustworthy and consistent, as the value of 0.733 > 0.6, indicating a reliability level of 73.3% for this questionnaire with 222 respondents. Furthermore, the results of the reliability test of the research questionnaire on the Customer Loyalty variable using Cronbach's Alpha technique yielded a value of 0.795 (Cronbach's Alpha > 0.60). Therefore, it can be concluded that the questionnaire items used in this study for the Customer Loyalty variable are reliable or trustworthy and consistent, as the value of 0.795 > 0.6, or the reliability level of this questionnaire with 222 respondents is 79.5%.

Respondent Characteristics

The compiled research data is presented in a table, with the characteristics of the respondents shown as follows:

Based on Gender Groups

The following is a frequency distribution table based on the gender of the respondents:

Table 5. Respondent Characteristics Based on Gender

Gender	Frequency (n)	Percentage (%)
Female	124	55,9
Male	98	44,1
Total Respondents	222	100

The table above shows that the respondents who most frequently visited IFarma Kebo Iwa Pharmacy were female, with a frequency of 124 people (55.9%), and male, with a frequency of 98 people (44.1%). The results of this study indicate that consumer purchasing behavior is not only influenced by marketing strategies such as the marketing mix but also by psychological and demographic factors. Tjiptono[15] emphasizes that product variety and promotional types are two key elements in the marketing mix that significantly influence purchasing decisions. In this context, attractive promotions and the availability of various health product options at pharmacies can increase shopping intensity, particularly among women. Gender is also a relevant variable, as women tend to exhibit higher loyalty in shopping and are more sensitive to aesthetic aspects, quality, and product brands. Trust factors further reinforce these tendencies. Trust in the safety and quality of products, especially at pharmacies, has been proven to influence consumer behavior.

A study by Mahgfiroh & Ansyah on university students found a positive correlation between trust levels and consumer behavior, particularly on online platforms that offer easy access, transparent information, and customer testimonials[16]. This explains why women, who are generally more meticulous in selecting health and beauty products, are more inclined to purchase products at pharmacies perceived as credible and trustworthy. This aligns with the findings of this study, where respondents who made more purchases at Apotek IFarma Kbo Iwa were predominantly female.

Based on Age Group

The following is a frequency distribution table based on the age of respondents:

Table 6. Respondent Characteristics Based on Age

Age	Frequency (n)	Percentage (%)
>20 Year	25	11,3
<20 Year	12	5,4
20 Year – 40 Year	185	83,3
Total Respondents	222	100

The table above shows that the largest number of respondents who visited IFarma Kebo Iwa Pharmacy were aged between 20 and 40 years old, with a frequency of 185 people (83.3%), and the smallest number were under 20 years old, with a frequency of 12 people or equivalent to 5.4%. This indicates that the majority of visitors to IFarma Kebo Iwa Pharmacy are aged between 20 and 40 years old.

The age characteristics of respondents who visited the IFarma Kebo Iwa Denpasar Pharmacy show that the 20–40 age group dominates with 185 people or 83.3%. This data aligns with Pratondo's research, which revealed that the young adult age group (20–40 years old) is the largest group visiting K-24 pharmacies[17]. This can be explained because this age group is in their productive phase, where they have responsibilities toward their own health and that of their families, thereby demonstrating a high level of concern for health. According to Bolmsjö et al., the 20–40 age group is also vulnerable to mild to moderate health issues due to work-related stress, an unbalanced lifestyle, and high physical activity levels[18]. As a result, this group tends to visit pharmacies more frequently to purchase supplements, analgesics, vitamins, and flu medication as preventive or mild curative measures without needing to see a doctor.

Based on Education Level

The following table shows the frequency distribution based onthe respondents' education level:

Table 7. Respondent Characteristics Based on Education.

Education	Frequency	Percentage (%)
Junior High School	3	1,4
Senior High School	110	49,5
Higher Education (Diploma/S1/S2/S3)	109	49,1
Total Respondents	222	100

The table above shows that the largest number of respondents who visited IFarma Kebo Iwa Pharmacy had a high school education, with a frequency of 110 people or equivalent to 49.5%, followed by those with a bachelor's degree, with a frequency of 109 people or equivalent to 49.1%, and the smallest number were those with a junior high school education, with a frequency of 3

people or equivalent to 1.4%. This indicates that the majority of educated individuals who visit IFarma Kebo Iwa Pharmacy have a high school education.

The characteristics of the most frequent visitors to IFarma Kebo Iwa Pharmacy are predominantly high school graduates (49.5%) and female (55.9%). These results align with the research conducted by Murniati and Syafira[19], which found that the highest level of education among respondents was high school, at 47%, and that women were more dominant, at 55.5%. Education is a factor that influences the ability to absorb information and knowledge. Generally, higher education levels tend to have a stronger desire to meet health needs for a healthier life. Specifically regarding gender, women are more numerous because, compared to men, women are more vulnerable to various diseases and more likely to consult healthcare professionals.

Based on Job Category

The following table shows the frequency distribution based on the respondents' jobs:

Table 8. Respondent Characteristics Based on Occupation.

Occupation	Frequency	Percentage (%)
Not Employed	26	11,71
Employed	196	88,29
Total Respondents	222	100

The table above shows that the largest number of respondents who visit IFarma Kebo Iwa Pharmacy are those who work, with a frequency of 196 people or equivalent to 88.29%, and the smallest number are those who do not work, with a frequency of 26 people or equivalent to 11.71%. This indicates that the majority of working individuals are the most frequent visitors to Apotek IFarma Kebo Iwa.

The characteristics of respondents who visit Apotek IFarma Kebo Iwa are predominantly employed, accounting for 88.29%, and the majority visit the pharmacy 2-5 times. The results of this study align with the research conducted by Masyithah & Aminudin[20], which found that the characteristics of respondents who visit are those who work, accounting for 70%, and the majority of respondents who visit do so at a frequency of 2-5 times. This is because working individuals are more concerned about their health to help maintain their physical endurance while working.

Based on Income Group

The following is a frequency distribution table based on respondent income:

Table 9. Respondents Characteristics Based on Income.

Income	Frequency	Percentage (%)
< Rp2.000.000	37	16,67
Rp2.000.000 – Rp5.000.000	105	47,30
Rp5.000.000 – Rp10.000.000	65	29,28
>Rp10.000.000	15	6,76
Total Respondents	222	100

The table above shows that the largest number of respondents who visited IFarma Kebo Iwa Pharmacy were those with an income of Rp 2,000,000 - 5,000,000, with a frequency of 105 people or equivalent to 47.30%. and the fewest are those with an income above Rp 10,000,000, with a frequency of 15 people or equivalent to 6.67%. This indicates that the majority of the population with an income of Rp 2,000,000 - 5,000,000 are the most frequent visitors to IFarma Kebo Iwa Pharmacy.

The characteristics of respondents who visit IFarma Kebo Iwa Pharmacy are predominantly those with an income of Rp 2,000,000 - 5,000,000, accounting for 47.30%. The results of this study align with research conducted by Khotimaha & Ningsih, which showed that respondents with incomes above Rp 2,000,000 most frequently visited pharmacies, accounting for 53% of visitors[21]. This is because individuals with higher incomes are often more health-conscious and have better access to healthcare services, including routine check-ups and preventive medications.

Based on Frequency of Visits

The following table shows the frequency distribution based on the frequency of visits by respondents:

Table 10. Respondent Characteristics Based on Frequency of Visits to IFarma Pharmacy

Visit	Frequency	Percentage (%)
1x	42	18,92
2 – 5x	121	54,50
>5	59	26,58
Total Respondents	222	100

The table above shows that the largest number of respondents who visited IFarma Kebo Iwa Pharmacy were those who visited 2-3 times, with a frequency of 121 people or equivalent to 54.50%, and the smallest number were those who visited once, with a frequency of 42 people or equivalent to 18.92%. This indicates that the majority of working individuals most frequently visit Apotek IFarma Kebo Iwa 2-5 times. The data obtained, consistent with respondents' answers regarding the types of products and promotions that influence service loyalty, is presented as follows:

Hypothesis Testing

This study applies hypothesis testing, namely homogeneity testing and normality testing. Homogeneity testing is used to determine whether the variances of two or more data groups are the same or not. This is important in statistical analysis, especially when comparing means between groups. Normality testing is carried out to determine whether each variable is normally distributed or not[8]. The normality test is necessary because other variable tests are conducted under the assumption that the residual values follow a normal distribution. Once these two assumptions are met, multiple linear regression is used to determine the simultaneous relationship between the independent and dependent variables.

Homogeneity Test

Figure 1. *Homogeneity of Variance Test*

		Levene Statistic	df1	df2	Sig.
Produk dan Promosi	Based on Mean	21.456	1	442	.091
	Based on Median	6.213	1	442	.124
	Based on Median and with adjusted df	6.213	1	342.016	.126
	Based on trimmed mean	13.567	1	442	.096

Based on the processed data above, the significance value (Sig.) from Based Of Mean was 0.091. Where the value of 0.091 > 0.05, it can be concluded that the product variable and promotion variable are the same or homogeneous.

Normality Test

Figure 2. One-Sample Kolmogorov Smirnov Normality Test

		Unstandardized Residual
N		222
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.79912894
Most Extreme Differences	Absolute	.163
	Positive	.091
	Negative	-.163
Test Statistic		.163
Asymp. Sig. (2-tailed)		.998[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the table above, the Asymp. Sig. (2-tailed) value of 0.0998 is greater than 0.05. Therefore, in accordance with the decision-making basis in the One-Sample Kolmogorov-Smirnov Test normality test, it can be concluded that the data is normally distributed.

Multiple Linear Regression

Based on the data obtained in this study, a regression test was conducted to answer the research objectives, which consisted of:

Figure 3. Multiple Linear Regression Results

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Produk (X2), Promosi (X1)[b]	.	Enter

a. Dependent Variable: Loyalitas Pelanggan (Y)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829[a]	.687	.684	.80277

a. Predictors: (Constant), Produk (X2), Promosi (X1)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	309.485	2	154.742	240.120	.000[b]
	Residual	141.132	219	.644		
	Total	450.617	221			

a. Dependent Variable: Loyalitas Pelanggan (Y)

b. Predictors: (Constant), Produk (X2), Promosi (X1)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.340	.473		9.181	.000
Promosi (X1)	.224	.057	.243	3.935	.000
Produk (X2)	.371	.037	.623	10.072	.000

a. Dependent Variable: Loyalitas Pelanggan (Y)

Based on the table above, the linear regression equation can be described as follows: Y = α + β1X1 + β1X2. Thus, the linear regression equation constructed is: Y = 4.340 + 0.223 + 0.371. From the linear regression equation, it can be explained that:

a. The constant value of 4.340 means that customer loyalty to Apotek IFarma Kebo Iwa is 4.340, assuming that the Promotion and Product variables are zero.
b. The regression coefficient of the Promotion variable is 0.224, meaning that a 1% increase in Promotion will result in a 22.4% increase in customer loyalty toward Apotek IFarma Kebo Iwa, assuming all other variables remain constant.
c. The regression coefficient for the Product variable is 0.371, meaning that a 1% increase in the product will result in a 37.1% increase in customer loyalty toward Apotek IFarma Kebo Iwa, assuming all other variables remain constant.
d. The R-Square value or multiple determination coefficient for customer loyalty toward Apotek IFarma Kebo Iwa is 0.687, meaning that the independent variables (promotion and product) influence customer loyalty toward Apotek IFarma Kebo Iwa by 68.7%, while the remaining 31.3% is influenced by other variables not studied.
e. Partially, the test results indicate that the promotion variable has a positive and significant effect on customer loyalty. This is evidenced by the calculated t-value being greater than the table t-value (9.181 > 1.652), indicating a positive influence. Furthermore, for significance, the significance level of 0.000 is less than 0.05, so Ho is rejected and H1 is accepted. This means that the promotion variable has a positive and significant influence on customer loyalty. The results obtained are in line with the research conducted by Efriyanti & Sarayo entitled The Effect of Price and Promotion on Customer Loyalty at Zafa Farma Pharmacy in Tabalong Regency[22]. The results show that the promotion variable has a positive and significant effect on customer loyalty at Zafa Farma Pharmacy in Tabalong Regency.
f. Partially, the test results indicate that the product variable has a positive and significant effect on customer loyalty. This is evidenced by the calculated t-value being greater than the table t-value (3.935 > 1.652), indicating a positive influence. Furthermore, for significance, the significance level of 0.000 is less than 0.05, so the null hypothesis (Ho) is rejected and the alternative hypothesis (H1) is accepted. This means that the product variable has a positive and significant influence on customer loyalty. The results obtained in this study are in line with the research conducted by Permatasari entitled Evaluation of Service Quality, Price, and Product Variation on Pharmacy Customer Loyalty Through Brand Image as an Intervening Variable During the Covid-19 Pandemic (Case Study in Sidrap Regency), which found that product variation has a positive and significant effect on pharmacy customer loyalty in Sidrap Regency[23].
g. Simultaneously, the test results indicate that the product and promotion variables simultaneously/jointly have a positive and significant effect on customer loyalty. This is evidenced by the calculated f value being greater than the table f value (240.120 > 30.4), indicating a positive effect. Furthermore, for significance, the significance level of 0.000 is less than 0.05, so Ho is rejected and H1 is accepted. This means that the product

and promotion variables simultaneously/jointly have a positive and significant effect on customer loyalty. Based on the results of the tests conducted between the product and promotion variables on customer loyalty toward Apotek IFarma Kebo Iwa, there is a positive and significant influence. This indicates that the better the promotions conducted among the public and the more complete the products sold, the higher the customer loyalty toward Apotek IFarma Kebo Iwa. The results of this study are in line with the research by Rosita, et al., entitled Analyzing Product Variants, Promotions, Prices, and Brand Image on Customer Loyalty at Rizal Pharmacy Bekasi in the Covid-19 Pandemic Era where the independent variables include promotions and products that have an influence on customer loyalty[24].

This study was designed using a cross-sectional questionnaire to collect data from outpatients selected by simple random sampling. The data analysis method used to test the proposed hypothesis was Partial Least Square-Structural Equation Modeling (PLS-SEM). The results of this study indicate that service quality, through the dimensions of communication and attitude, service duration, pharmacy environment, and medication availability, can influence customer satisfaction (β = 0.694, T -Value = 17.972, P-Value = 0.000) and customer loyalty (β = 0.577, T-Value = 10.266, P-Value = 0.000) positively and significantly. Similarly, research by Mawaddah's shows that the 4P marketing mix strategy implemented by Apotek Azhar Farma Banjarmasin is running well but is not yet effective in increasing sales[25]. The product strategy of Apotek Azhar Farma is demonstrated by selling a variety of medications that are in high demand by the community. The pricing strategy of Apotek Azhar Farma involves offering affordable prices while carefully considering various factors, thereby minimizing profit margins.

The promotional strategy of Azhar Farma Pharmacy is shown to be solely through word-of-mouth promotion. The location strategy of Azhar Farma Pharmacy is shown to be strategically located on the side of a highway close to a densely populated residential area. According to this study, respondents rated IFarma Pharmacy as having a complete range of products. Zainuddin researched the influence of marketing mix on customer loyalty at UHO Pharmacy in Kendari[26]. The purpose of this study was to test and explain the influence of marketing mix on customer loyalty at UHO Pharmacy in Kendari, both partially and simultaneously. The research approach is quantitative, using a survey method with an explanatory survey design. Data collection was conducted using a questionnaire as an instrument. The sampling technique employed a non-probability sampling method. The type of non-probability sampling used was purposive sampling with judgment sampling based on respondent criteria. The promotional strategy of Azhar Farma Pharmacy was shown to only use word-of-mouth promotion. The location strategy of Azhar Farma Pharmacy was shown to choose a very strategic location on the side of a main road near a densely populated residential area. According to this study, respondents assessed that IFarma Pharmacy offers a complete range of products. Zainuddin[26] conducted research on the Influence of Marketing Mix on Customer Loyalty at UHO Pharmacy, Kendari. The purpose of this study was to test and explain the influence of the marketing mix on customer loyalty at UHO Pharmacy, Kendari, both partially and simultaneously. The research approach is quantitative, using a survey method with an explanatory survey design. Data collection was conducted using a questionnaire as an instrument. The sampling technique employed a non-probability sampling method. The type of non-probability sampling used was purposive sampling with judgment sampling based on respondent criteria, resulting in a sample of 70 respondents for this study. Next, Ayuni conducted a study on the Influence of Sales Promotion and Service Quality on Customer Loyalty at Guardian Health & Beauty Retail, with the results showing that sales promotion, even when conducted over a long period, remains the largest factor in building customer loyalty[27]. Referring to the three previous studies, this research indicates the presence of another factor (71.1%) that is more significant in building customer loyalty, beyond the variables of sales promotions and service quality.

Furthermore, service quality is the smallest factor in building customer loyalty. This means that a complete product range and good promotions influence customer loyalty. In line with the research conducted, respondents strongly disagreed with negative statements about unattractive promotions, so the promotions conducted by Apotek IFarma are already good, resulting in positive responses regarding customer loyalty.

This study aligns with the research by Murniati and Syafira, whose findings showed patient satisfaction levels for marketing mix elements: product 63.8%, price 71%, place 64.3%, promotion 59%, people 70.6%, process 48%, and physical evidence 67.4%. The largest dissatisfaction elements were promotion at 32% and process at 31.3%. Patient loyalty was 69.6%[28]. This aligns with the author's research, which indicates that product type and promotion influence customer loyalty. Mawaddah's presented research findings consistent with this study, stating that selling a variety of medications in high demand by the community and employing word-of-mouth promotion strategies help enhance customer loyalty[25].

This study uses multiple linear regression analysis. Multiple linear regression is a statistical method used to model the relationship between one dependent variable (dependent variable) and two or more independent variables (independent variables). The independent variables in this study consist of product type and promotion, while the dependent variable is customer loyalty. The resulting values are called regression coefficients, which indicate the relationship between the independent and dependent variables. Thus, this study produced values indicating whether the relationship is positive or negative and the strength of the relationship between the variables.

The results of the study show that the regression coefficient for the promotion variable is 0.224, meaning that a 1% increase in promotion will result in a 22.4% increase in customer loyalty toward Apotek IFarma Kebo Iwa, assuming all other variables remain constant. The positive value of 0.224 indicates a positive correlation between promotion and customer loyalty. Similarly, the regression coefficient value of the product type variable is 0.371, meaning that a 1% increase in the product will result in a 37.1% increase in customer loyalty toward Apotek IFarma Kebo Iwa, assuming all other variables remain constant. The positive values of both independent variables, which are close to 1 (0.687), indicate that the R value is positive and signifies a strong relationship between product type and promotion on customer loyalty. This is further supported by the significance level (p-value) being less than 5% (0.000 < 0.05), thus accepting H1 and rejecting H0. Additionally, in the partial test of the promotion variable, the calculated t-value is greater than the table t-value (3.935 > 1.652), indicating a positive influence between the promotion variable and customer loyalty. The more frequent and attractive the promotions conducted by Apotek IFarma Kebo Iwa Denpasar, the greater the impact on customer loyalty. Furthermore, the promotion variable has a significant effect on customer loyalty. This is evidenced by the significance value being less than 5%, i.e., 0.000 < 0.05, so H1 is accepted and H0 is rejected.

The research findings are consistent with the study conducted by Efriyanti & Sarayo[22], which found that the promotion variable has a positive and significant effect on customer loyalty at Zafa Farma Pharmacy in Tabalong District. Furthermore, for the product variable, the calculated t-value is greater than the table t-value (10.072 > 1.652), indicating a positive influence between the product and customer loyalty. The more complete and high-quality the products sold at IFarma Kebo Iwa Pharmacy in Denpasar, the greater the influence on customer loyalty. Customers will become more loyal to IFarma Kebo Iwa Pharmacy. On the other hand, the product variable has a significant effect on customer loyalty. This is proven by the significance value being less than 5%, i.e., 0.000 < 0.05, so H1 is accepted and H0 is rejected. These results align with the research conducted by Permatasari, which found that product variety has a positive and significant effect on customer loyalty at pharmacies in Sidrap Regency[23].

CONCLUSIONS

Based on the results of research on the influence of product type and promotion on customer loyalty at IFarma Kebo Iwa Denpasar Pharmacy, the following conclusions can be drawn:

1. Product type has a positive and significant influence on customer loyalty. Based on the analysis, the product type variable has a positive and significant influence on customer loyalty, with a p-value < 0.05.
2. Promotions have a positive and significant influence on customer loyalty. The research results also indicate that promotional strategies have a positive and significant influence on customer loyalty, with a p-value < 0.05.
3. Product type and promotion simultaneously have a strong influence on customer loyalty. The regression test results show that product type contributes 37.1% and promotion contributes 22.4% to customer loyalty, with an R^2 value of 0.687, meaning that 68.7% of the variation in customer loyalty can be explained by these two variables.

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