



UDC 332

THE INFLUENCE OF SERVICE QUALITY AND BRAND IMAGE IN IMPROVING MARKETING PERFORMANCE BY MEDIATING CONSUMER TRUST TO INDOBAT PHARMACY DENPASAR

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ABSTRACT

Pharmacies are one of the companies that are required to be able to respond to various business problems, both in terms of business developments and various consumer demands. These conditions require pharmacy managers to be able to maintain business continuity face increasingly competitive competition and make continuous improvements to company activities as one way to improve the performance of company management. This research was conducted to analyze the influence of service quality and brand image on trust and marketing performance at the Indobat Pharmacy outlet in Denpasar as seen from the consumer's perspective. The research used in this research is quantitative research with a survey method using a questionnaire. The sampling in this research used a nonprobability sampling technique. The sample size used was 170 respondents, taken using the purposive sampling method. Then descriptive analysis and path analysis were carried out using structural equation modeling using the help of Smart PLS software. The conclusion of this research shows that service quality has an insignificant positive effect on marketing performance. Brand image has a positive and significant effect on marketing performance. Service quality has a significant effect on consumer trust. Brand image has a positive and significant effect on consumer trust. Consumer trust has a positive and significant effect on marketing performance. Consumer trust fully mediates the relationship between service quality and increased marketing performance. This result is the novelty of the research. However, consumer trust partially mediates the relationship between brand image and improving marketing performance.

KEY WORDS

Service quality, brand image, consumer trust, marketing performance, pharmacy.

Business conditions in the era of globalization increasingly show very rapid development and are increasingly competitive. This acceleration of change is supported by various factors, both in terms of the increasingly rapid development of telecommunications and information technology, consumer demands for the provision of goods at low prices, high quality, and short waiting times, as well as social and economic factors in the implementation of company activities.

One of the companies that are required to be able to respond to various business problems, both in terms of current business developments and various consumer demands to be able to increase maximum marketing performance, is the pharmacy. According to Government Regulation Number 51 of 2009, what is meant by pharmacy is a pharmaceutical service facility where pharmaceutical practice is carried out by pharmacists. In the last decade, the number of pharmacies in Indonesia has tended to increase. In line with the increasingly rapid growth and changes in the economy and business activities, every pharmacy must be able to face global competition. As is generally known, online pharmacy sites that are able to meet the pharmaceutical needs of the community. Apart from having to face increasingly diverse consumer demands, pharmacy managers also have to face competition with other pharmacies that open businesses in the community or those that do business online. These conditions require pharmacy managers to be able to maintain business continuity face increasingly competitive competition and make continuous improvements to company activities as one way to improve the performance of company



management (Dillasamola, 2023:2).

One of the pharmacies in Denpasar which currently has several outlets is Indobat Pharmacy, which was founded in 2015. Indobat Pharmacy shows increasing business development. This success cannot be separated from the marketing strategy implemented by pharmacy management. The marketing sector has a very important role in the company's progress. Considering that more and more companies are emerging and producing or marketing similar goods, every company is required to have a marketing system with a special strategy for marketing its products in accordance with company policy in order to achieve maximum marketing performance. According to Ali and Fuhrotun (2023:112), marketing performance is more accurately measured through a customer perspective, namely customer satisfaction, customer profit capability, and new customer acquisition. If a company wants to achieve satisfactory and superior performance in the long term, it must create products or services that are of value to consumers.

Initial observations made were negative reviews submitted by consumers through reviews on Google Business. Negative reviews which include complaints about high prices, unfriendly staff, exchanging change for candy, unclear communication, and the absence of a purchase receipt indicate a significant gap between consumer expectations regarding service quality, brand image, and consumer trust with the experience received. This entire gap has the potential to damage brand image and consumer trust and indicates the need for improvement in terms of service delivery to customers. Apart from the findings of several problems as described above, there is still a research gap in the form of different research findings. This research is expected to provide a deeper understanding of the influence of service quality and brand image on trust and marketing performance.

LITERATURE REVIEW

This research focuses on testing the influence of the structural model of service quality, brand image on marketing performance mediated by consumer trust.

Service quality is defined as a perception of the comparison between expectations and actual service performance received by customers (Idrus, 2019:31). Siswanto and Cahyono, (2022) defines service quality as a customer evaluation of a service that will determine the gap between customer expectations and service performance. Any differences that exist between expectations and actual service performance are subjective, and these measures will vary from one person to another. There are several indicators or attributes that need to be considered in service quality: tangibles, reliability, responsiveness, assurance and empathy, Indrasari (2019).

Firmansyah (2019) Brand image is a representation of the overall perception of a brand and is formed from information and past experiences with that brand. While Candra and Yasa (2023) said Brand image is a set of perceptions and beliefs held by customers towards a brand which is reflected through the associations that exist in the customer's memory. According to Riyanto and Permana (2022) indicators used in forming a brand image are brand identity, brand personality, brand association, brand attitude and behavior and brand benefit and competence.

There are several opinions regarding consumer trust, Astuti and Amanda (2020) consumer trust are all the knowledge possessed by consumers and all the conclusions made by consumers about objects, attributes and benefits. Objects can be products, people, companies and anything about which someone has beliefs and attitudes, while attributes are characteristics or features that the object may or may not have, while benefits are the positive results provided by the attribute to consumers. Ningsih (2020) stated that consumer trust is basically a form of consumer support for the efforts made to get everything they want. Through trust, a consumer will provide support regarding the purchasing decision that will be made. Based on the opinions above, it can be concluded that trust is an individual's belief in actions in carrying out duties and obligations for the best interests and will produce positive results for the trusted party. Consumer trust in this research can be understood as consumer trust in a company's products or services. There are several indicators in assessing



consumer trust, including: Dependability refers to consumers placing hope and trust in the promises made by the company. Honest or honesty refers to the inherent integrity of company personnel, especially their honesty in providing the necessary information and services to consumers. Competence (competence) which involves the competence of the company itself and the competence of the sales force (sales person). Likable (pleasant) which refers to the quality of company staff and salespeople who are pleasant to consumers, Nurdin and Putra (2019).

Marketing performance is one of the important things in the company's overall performance. This can be measured by metrics such as annual sales, market share growth, and operational profitability. The success of marketing achievements is influenced by various factors, including the implementation of business strategies (Yasa *et al.*, 2020). Rosmayani (2022) defines market-based performance as measuring marketing performance by referring to external conditions and the market the company operates in, for example by including market growth factors, competitive pricing, product quality relative to competitors (relative product quality) and customer satisfaction. Based on the description above, it can be said that marketing performance is a tip of achievement that is used to measure the level of success of achievements that have been made by a particular company or organization. Marketing performance is an important element of company performance in general, because a company's performance can be seen from the marketing performance that has been carried out so far. Every company has an interest in knowing the company's achievements as a reflection of business success in market competition. The company's success as reflected by marketing performance achievements is implementation and strategy. Referring to Ali and Fuhrotun (2023), in measuring marketing performance it is more appropriate to measure it from a customer perspective using several indicators as follows: Customer satisfaction, Customer profit capability and new customer acquisition.

This research uses four variables, namely service quality, brand image, consumer trust, and marketing performance. These four variables have been determined to test the hypothesis. The conceptual framework in this research is as follows:

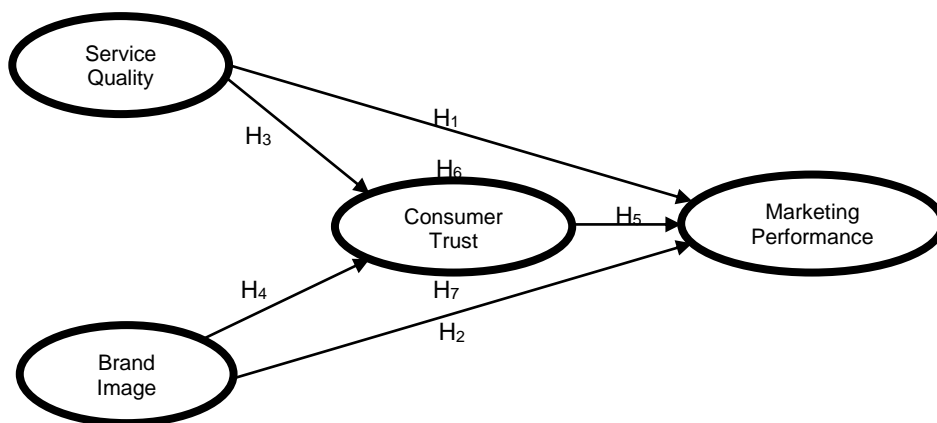


Figure 1 – Conceptual Framework

Based on the research conceptual framework in Figure 1, the research hypothesis can be formulated as follows: H1: Service quality has a positive effect on marketing performance. H2: Brand image has a positive effect on marketing performance. H3: Service quality has a positive effect on consumer trust. H4: Brand image has a positive effect on consumer trust. H5: Consumer trust has a positive effect on marketing performance. H6: Service quality influences marketing performance which is mediated by consumer trust.

METHODS OF RESEARCH

This research is quantitative research with a survey method using a questionnaire as the main instrument in explaining the relationship between the variables studied such as



service quality, brand image, consumer trust, and marketing performance. The population of this study is all consumers who make purchases at Indobat pharmacies in Denpasar. The sampling technique used is purposive sampling to obtain representative respondents. Based on certain considerations, in this study, the number of samples used was 170 respondents with sampling using purposive sampling. This study uses descriptive analysis and path analysis was carried out using structural equation modeling using the help of Smart PLS software.

RESULTS AND DISCUSSION

Based on the distribution of questionnaires, grouping based on gender is dominated by women with 105 respondents with a percentage of 61.8 percent, while the number of male respondents is 65 people with a percentage of 38.2 percent. The next grouping based on age range, the majority of 36-45 years old dominates as much as 38.8 percent, 46 years old as much as 27.6 percent, 26-35 years old as much as 25.3 percent and the lowest aged 17-25 years old as 8.2 percent.

The validity test aims to check whether the questionnaire as a research instrument is suitable for measuring indicators in research. Meanwhile, the reliability test shows the extent to which a measuring instrument can be trusted or relied upon. A variable is said to be valid if the correlation coefficient is ≥ 0.30 , to be reliable if the Cronbach's Alpha value is ≥ 0.70 (Ghozali, 2020). and is said to have good discriminant validity. The recommended AVE value is greater than 0.50. The results of the research instrument validity test show that all indicators have a greater Pearson Correlation from 0.30 so all indicators meet the requirements for data validity. Instrument reliability testing shows that the reliability value of each variable tested has a Cronbach's Alpha coefficient greater than 0.70 so the statements in the questionnaire are reliable.

Discriminant Validity This evaluation is carried out by comparing the square root of the average variance extracted (\sqrt{AVE}) value for each latent variable with the correlation between other latent variables in the model. The condition is that if the square root of the Average Variance Extracted (\sqrt{AVE}) of the latent variable is greater than the correlation coefficient of the latent variable, it indicates that the variable indicators have good discriminant validity. The recommended AVE value is greater than 0.50. The research results in Table 2 show that the composite reliability and Cronbach's alpha are fulfilled. Hence the AVE for all constructs is greater than the prescribed value 0.5. Furthermore, discriminant validity is fulfilled. Consequently, the square root of AVEs is higher than the correlations between constructs.

Table 2 –Validity and Reliability test results

Variable	Cronbach's Alpha	Composite Reliability	AVE	\sqrt{AVE}
Brand Image	0.874	0.900	0.668	0.817
Consumer Trust	0.929	0.933	0.825	0.908
Marketing Performance	0.809	0.817	0.724	0.851
Service Quality	0.928	0.929	0.777	0.881

Source: Processed data, 2024.

The findings of test hypotheses are shown in Table 3. Service quality is proven to be insignificant to marketing performance (H1 not accepted). These results are shown by the path coefficient which is 0.109 with T-statistic = 0.980 (T-statistic < 1.96) and p-values 0.327 (>0.05). This condition reflects that service quality does not affect marketing performance Kumala (2019). Because consumers prioritize the availability of the medicines they need to speed up their recovery.

The effect of brand image on marketing performance based on analysis results shows that the path coefficient is 0.247 with T-statistic = 2.074 (T-statistic > 1.96) and p-values 0.038 (<0.05) at a significant positive (H2 significant). This result means that a better brand image will be able to improve marketing performance. Brand image is also an important



indicator and has been empirically proven to be one of the main factors in consumer purchasing decisions at pharmacies (Maramis *et al.*, 2022:40). The results of this research follow previous research from Suryani *et al.* (2021) and Basuki and Husni (2022). but it is not in line with research conducted by Propheto *et al.* (2020) and Ramadhan (2022), the results of their research found that brand image does not have a significant effect on marketing performance.

Based on the analysis effect of service quality on consumer trust is significant proven by the positive path coefficient value of 0.499 with T-statistic = 4.924 (T-statistic > 1.96) and p-values 0.000 (<0.05) (H3 accepted). This means that better service quality, which is reflected in tangible indicators, reliability, responsiveness, assurance, and empathy provided by employees with the best quality, will be able to increase consumer trust. Consumer trust is created when a consumer or customer feels a comfortable and satisfying atmosphere when purchasing or using a service. Another thing that can increase consumer confidence is positive reviews or comments from other consumers (Lisdayanti, 2023; Nasib *et al.*, 2021). The results of this research are in line with previous research by Kalia *et al.* (2021) and Pasaribu *et al.* (2022) that service quality has a significant effect on consumer trust, good service and empathy will increase consumer trust. However, the results of this research reject the results of Fransisca and Yenita (2023) who found no impact or influence of service quality on consumer trust.

It has been demonstrated that brand image impacts consumer trust. The findings of the brand image test showed an analysis value of 0.385 with a T-statistic value of = 3.436 (T-statistic > 1.96) and a p-value of 0.001 (<0.05). According to the findings of this study, the brand image had a significant positive influence on consumer trust (H4 accepted). The analysis results obtained provide the meaning that the better the brand image, the more consumer trust will increase. Brand image has a big role in winning the hearts of consumers because a good, strong, and positive brand image will increase consumer trust and preference for a product or service (Putri *et al.*, 2021:118; Monalisa *et al.*, 2023:60). The results of research conducted by Propheto *et al.* (2020), Maramis *et al.* (2022) and Napitupulu (2023) are in line with the results of this research, namely that there is a positive and significant influence between brand image and consumer trust. The results of this research reject Yosua (2021) research which found that brand image has a negative and insignificant effect on consumer trust.

This study demonstrated the positive significance of consumer trust in influencing marketing performance (H5 accepted). The findings of this study showed an analysis value of 0.570 with a T-statistic value of = 6.6065 (T-statistic > 1,96) and a p-value of 0,000 (<0,05). This means that higher consumer confidence will be able to improve marketing performance. Trust is gained from a process that takes quite a long time. Building trust and good relationships with consumers can create repeat transactions and loyalty. This is the company's effort to create value that benefits customers, which will ultimately improve marketing performance (Ali and Fuhrotun 2023; Indriani 2021). Thus, the results of this research are by the empirical study of Yousaf *et al.* (2019), Propheto *et al.* (2020), and Kaundar *et al.* (2023) which proves that consumer trust has a significant effect on marketing performance. However, the results of this study reject the findings of Faturrohman *et al.* (2023) which state that consumer trust has no significant effect on marketing performance.

In the results of the indirect analysis between service quality on marketing performance and brand image on marketing performance which is mediated by consumer trust, the results are significant. These results that hypotheses H6 and H7 can be accepted. The results of the analysis of H6 provide the meaning that higher consumer trust based on good service quality can improve marketing performance. The results of the H7 analysis obtained provide the meaning that higher consumer trust based on a good brand image can improve marketing performance.

Table 3 shows that the results of the direct effect of service quality on marketing performance without the mediation of consumer trust are not significant, but the indirect effect between service quality on marketing performance through the mediation of consumer trust, the value obtained is significant, this shows that the mediating effect of the consumer



trust variable on the influence Indirectly, service quality on marketing performance is full mediation. Based on these results, it can be interpreted that consumer trust is a determining variable on the influence of service quality on marketing performance.

Table 3 –Direct and Indirect Effect test results

No.	Path	Original Sample	T statistics	P Values	Hypothesis	Outcome	Result
Direct Effect							
1.	Service Quality → Marketing Performance	0.109	0.981	0.327	H1	Insignificant	Not Accepted
2.	Brand Image → Marketing Performance	0.247	2.074	0.038	H2	Significant	Accepted
3.	Service Quality → Consumer Trust	0.499	4.924	0.000	H3	Significant	Accepted
4.	Brand Image → Consumer Trust	0.385	3.436	0.001	H4	Significant	Accepted
5.	Consumer Trust → Marketing Performance	0.570	6.065	0.000	H5	Significant	Accepted
Indirect Effect							
6.	Service Quality → Consumer Trust → Marketing Performance	0.284	3.705	0.000	H6	Significant	Accepted
7.	Brand Image → Consumer Trust → Marketing Performance	0.219	3.110	0.002	H7	Significant	Accepted

Source: Processed data, 2024.

Apart from that, the results of the analysis also show that the direct effect of brand image on marketing performance without the mediation of consumer trust is significant as well and the indirect effect of brand image on marketing performance with the mediation of consumer trust is significant, this shows that the mediation effect is partially mediated. Based on these results, it can be interpreted that the consumer trust variable is not a determining variable on the influence of brand image on marketing performance.

CONCLUSION

This study has resulted in some conclusions: the result of the data analysis has confirmed the existence of service quality has a positive and insignificant effect on marketing performance. This finding means that service quality has little impact on marketing performance. There is a positive and significant direct influence of brand image on marketing performance so the better the brand image will impact improving marketing performance. Brand image has a positive and significant effect on consumer trust. This provides the meaning that a better brand image will be able to increase consumer trust. Consumer trust has a positive and significant effect on marketing performance. This can mean that higher consumer confidence will be able to improve marketing performance.

Service quality influences marketing performance which is mediated by consumer trust. The mediation effect in the model is fully mediated. In other words, consumer trust fully mediates the influence of service quality on marketing performance. The results obtained are the novelty of the research carried out. The mediation effect in the model is partially mediated and proven. This shows that brand image can influence marketing performance with or without consumer trust variables.

Future researchers are recommended to expand this research by developing other research variables that influence marketing performance.

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