

Determination of Patient Satisfaction Through Marketing Strategy and Quality Doctor Services (Study at K-24 Geliting Pharmacy, Maumere)

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Abstract

Patient satisfaction is a key indicator in assessing the quality of healthcare services, including in pharmaceutical service facilities such as Apotek K-24 Geliting Maumere. In the context of increasing competition in healthcare services, marketing strategies and the quality of doctor services are two crucial aspects that can influence patient satisfaction levels. This study aims to analyze the influence of marketing strategies and doctor service quality on patient satisfaction, both partially and simultaneously. The research method used is a quantitative approach with multiple linear regression analysis. Data were collected through distributing questionnaires to patients using services at Apotek K-24 Geliting Maumere, then processed to test the hypothesis through t-tests and F-tests. The results of the study found that marketing strategies have a significant influence on patient satisfaction at Apotek K-24 Geliting Maumere. The more effective the promotion, information delivery, and approach to patients, the higher the level of satisfaction with pharmacy services. In addition, the quality of doctor services also proved to have a significant influence. Communication skills, examination accuracy, friendliness, and professionalism of doctors directly contribute to increased patient satisfaction. Further findings indicate that marketing strategies and doctor service quality simultaneously have a strong influence on patient satisfaction. A pharmacy's success in building satisfaction is determined not only by marketing efforts, but also by the quality of doctor services that create a positive patient experience. The synergy between the two increases trust, strengthens loyalty, and emphasizes that patient satisfaction requires an integrated approach that encompasses promotion, information, and quality direct interaction.

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1. INTRODUCTION

Health is a crucial aspect of human life. A sick person will typically strive to treat the illness until it heals. This desired recovery sometimes requires the assistance of a doctor. This situation has led to the development of medical practice in Indonesia as a business that seeks to provide healthcare services.

Today, pharmacy franchises and medical practices can survive and compete only if they are well-managed. Management generally encompasses marketing, production, human resources, and finance. Strategic concepts and planning are key to a business's success.

The increasing competition in the business world is one of the reasons why marketing strategies are important. Marketing strategies play a vital role in achieving business success; therefore, the marketing sector plays a crucial role in realizing business plans. Anggraini et

al. (2021) identified that consumer repeat business can be increased through the implementation of marketing strategies that focus on quality and satisfactory service.

Doctors need to pay attention to the quality of services offered to patients as consumers so that patients feel satisfied with the quality of care offered. Doctors' practice of medicine is one of the key determinants of patient satisfaction with healthcare facilities. The quality of service and interpersonal communication between doctors and patients, along with trust in the medical team and hospital, will lead to patient satisfaction with treatment at that healthcare facility. Doctors are expected to possess strong communication skills to not only provide clear information but also to foster supportive relationships between patients and providers. Good physician communication can significantly impact patient health outcomes, improve their understanding of treatment, and enhance their satisfaction with the care provided (Schwartz et al., 2021).

Patient satisfaction stems from their trust in doctors and healthcare facilities in treating their illnesses. Patient satisfaction is an important measure in evaluating the effectiveness and success of healthcare services (Dewi Lukita Sari, 2020). Patients who are satisfied with the services provided are more likely to maintain a good relationship with the healthcare facility and contribute to their own health improvement. Therefore, it is important to understand the impact of healthcare facility service quality on patient satisfaction.

Rangkuti (2013) explains that service quality is a component of customer satisfaction. Patient satisfaction is a key indicator of a healthcare facility's standards and a measure of service quality. Low levels of customer satisfaction will impact the number of visits, which will affect the facility's profitability. Employee attitudes toward customers will also impact customer satisfaction, as customer needs will increase over time.

Before patients use a hospital, they have expectations about the quality of care provided by healthcare professionals based on previous experiences and word-of-mouth recommendations. After using the hospital, they compare the quality of care they expected with what they actually received.

Patients who are satisfied with the services provided are more likely to maintain a good relationship with the healthcare facility and contribute to their own health improvement. Quality service will drive consumer purchasing decisions and can also encourage consumers to form strong bonds with the company. (Tjiptono & Gregorius, 2017)

According to Tjiptono and Gregorius (2012), satisfied customers benefit companies in the form of loyalty, which leads to repeat sales and cross-selling. They also benefit companies in the form of positive word-of-mouth promotion, which leads to an increase in customer base. Customer satisfaction provides numerous benefits for companies, one of which is increased customer loyalty.

Quality and satisfying patient service will lead to repeat visits, thereby increasing patient attendance rates. The increasingly competitive business environment demands that every healthcare facility conduct more efficient and effective marketing activities to ensure the business's success. These marketing activities require a fundamental marketing concept that aligns with the marketer's interests and the customer's needs and desires.

In today's dynamic, uncertain business world, consistent increases in sales or visits to healthcare facilities are not always possible. Fluctuations and declines in target achievement are inevitable and often occur as part of the broader business cycle, requiring strategic adjustments and adaptations to address changing market conditions and patient needs.

As one of Indonesia's largest franchised pharmacy chains providing healthcare services to practicing physicians, Apotek K-24 Geliting Maumere continuously strives to improve its service quality to ensure customer satisfaction and meet consumer needs. The marketing strategies and service quality implemented in its efforts to improve patient satisfaction are interesting to examine.

2. LITERATURE REVIEW

2.1 Marketing strategy

A marketing strategy is a comprehensive and integrated plan designed to achieve company goals and gain a competitive advantage. This strategy encompasses opportunity analysis, target market selection, and the development of a marketing mix encompassing product, price, distribution, and promotion. In the context of healthcare, product encompasses medical services and service quality, price encompasses reasonable rates, distribution encompasses service availability, and promotion encompasses communication with patients through various media. From the patient's perspective, a marketing strategy also emphasizes customer needs and desires, costs, ease of access, and effective communication. An appropriate marketing strategy is believed to increase patient loyalty, increase repeat visits, and create a positive service experience (Alimudin, 2020).

2.2 Quality of Doctor Services

The quality of medical services is the ability of medical personnel to provide professional, safe, effective, empathetic, and patient-centered care. Assessment of the quality of medical services is based not only on medical competence, but also on interactions with patients, communication, empathy, and responsiveness to patient complaints (Lovelock, Wirtz, & Mussry, 2010). Indicators of the quality of medical services include reliability, responsiveness, guarantee (*insurance*), empathy, and communication. *Good* service will increase patient trust, treatment adherence, and patient satisfaction, while inadequate service can reduce treatment effectiveness and the image of the healthcare facility (Makahiking et al., 2020).

2.3 Patient Satisfaction

Patient satisfaction is the patient's perception after receiving a service and comparing it to initial expectations (Tjiptono, 2007). Satisfaction is influenced by product/service quality (clinical services), service quality, emotional factors, price, and costs incurred. Satisfied patients tend to be loyal, make repeat visits, and recommend healthcare facilities to others. In other words, patient satisfaction is a key indicator of healthcare facility service quality. Patient satisfaction also reflects the service provider's ability to meet or exceed patient expectations, thus serving as the basis for evaluating service quality and planning service improvement strategies (Saputri, 2019).

2.4 Previous research

Several previous studies have shown that marketing strategies and service quality significantly influence patient or customer satisfaction in the healthcare sector. Research by Anggreyna Tumanduk et al. (2023) at Kimia Farma Pharmacy in Manado and Firda Hasani et al. (2022) at Glucocare Pharmacy in Pemalang found that marketing strategies, promotions, and service quality positively increased customer satisfaction. Similar findings were also reported by Dede Dwi Nathalia & Fahrur Rozy (2022) and Jelita Amalia Putri et al. (2024), who showed that the quality of pharmaceutical services and drug prices significantly contributed to patient satisfaction.

Furthermore, research by Khairatun Nisa Nur Prinanti et al. (2024) and Titin Suhartini & Saryomo (2021) confirmed that the marketing mix, combined with service quality, can significantly increase patient satisfaction. Meanwhile, Rahmat Widiyanto et al. (2020) found that service quality is the dominant factor determining customer satisfaction in pharmacies.

Based on these findings, it can be concluded that effective marketing strategies and good service quality are the main determinants of patient satisfaction, which are the

theoretical and empirical basis for this study in analyzing patient satisfaction at the K-24 Geliting Maumere Pharmacy.

2.5 Novelty

The novelty of this study lies in the assessment of patient satisfaction through the integration of marketing strategies and physician service quality in the context of franchise pharmacies. Previous studies generally focused on marketing strategies, promotions, marketing mix, pricing, brand image, or the general quality of pharmaceutical services, both in pharmacies and clinics. However, there is limited research that specifically positions physician service quality as the primary independent variable in franchise pharmacy environments. Furthermore, most previous studies were conducted in urban areas or economic centers, thus not fully addressing the characteristics of healthcare services in non-metropolitan areas. By selecting Apotek K-24 Geliting Maumere as the research object, this study expands the empirical evidence to the context of Eastern Indonesia. This study also confirms that patient satisfaction is shaped not only by marketing and pharmaceutical services but also by the quality of physician clinical interactions, thus providing a conceptual contribution to understanding patient satisfaction in integrated healthcare models in franchise pharmacies sustainably and comprehensively.

3. RESEARCH METHODS

This study uses a quantitative method with an associative approach to analyze the influence of marketing strategy (X1) and doctor service quality (X2) on patient satisfaction (Y) at the K-24 Geliting Maumere Pharmacy. The research design used is cross-sectional, where data is collected at a specific point in time without intervention, thus allowing simultaneous analysis of the relationship between variables.

The study population included all patients who received pharmaceutical services at pharmacies during the study period (October–December 2025). A sample of 100 respondents was determined using purposive sampling based on inclusion criteria, such as patients who had received pharmaceutical services at least once in the last three months, were aged ≥ 17 years, and were willing to complete the questionnaire.

Data collection was conducted through a Likert-scale questionnaire, which measured respondents' perceptions of marketing strategy variables, doctor service quality, and patient satisfaction. Furthermore, a literature review was conducted to strengthen the theoretical foundation and compare the results of previous studies. The questionnaire's validity was tested using Pearson Product-Moment correlation, while its reliability was assessed using Cronbach's Alpha to ensure instrument consistency.

Data analysis was performed using multiple linear regression to test the effect of each independent variable on the dependent variable. The t-test was used to determine the individual influence of the independent variables, while the F-test was used to simultaneously assess the feasibility of the model. Furthermore, the coefficient of determination (Adjusted R²) was used to measure the extent to which the independent variables explain variation in patient satisfaction. Classical assumption tests, including normality and multicollinearity tests, were performed to ensure the regression model met statistical requirements.

4. RESULTS AND DISCUSSION

4.1 Respondent Description

Respondent characteristics analysis is an important first step in understanding the patient profiles of the research subjects. This demographic overview provides a more comprehensive context for the research findings, particularly regarding the influence of marketing strategies and the quality of physician services on patient satisfaction. The data presented below illustrates the distribution of respondents by gender, age group, and educational level, allowing researchers to assess the relevance of respondents' backgrounds to their perceptions and experiences of the services provided at Apotek K-24 Geliting Maumere.

Table 1 Description of Patient Respondents at Apotek K-24 Geliting Maumere

No	Respondent Characteristics		Number of Respondents	Percentage (%)
1	Gender	Man	36	36%
		Woman	64	64%
2	Age	<20 years	7	7%
		20-24 years old	15	15%
		25-30 years	29	29%
		31-35 years old	18	18%
		>36 years	31	31%
4	last education	High School	40	40%
		S1	47	47%
		S2	8	8%

Source: Data Processed by the Author in 2025 Through a Questionnaire

From the results of the tabulation of respondent data in the table above, it can be concluded that the majority of respondents in this study were women, namely 64%, while male respondents were only 36%. This shows that women are more involved or make more frequent visits/purchases at the K-24 Geliting Maumere Pharmacy than men. This finding is quite common because women are usually more active in taking care of family health needs. Most respondents came from the age group 25–30 years (29%) and >36 years (31%). This shows that users of the K-24 Geliting Maumere Pharmacy service are dominated by young adults to mature adults, who are usually more independent in managing health needs. The age group <20 years is only 7%, indicating that teenagers are not the main users of this pharmacy.

Meanwhile, in the Education category, the majority of respondents had a bachelor's degree (47%), followed by high school (40%). This indicates that most respondents had a relatively good level of education. Higher education can influence understanding of health, medications, and satisfaction with pharmacy services. Respondents with higher education (Master's and Doctoral) reached 13%, indicating a diversity of educational levels in the study sample.

4.2 The Influence of Marketing Strategy on Determination of Patient Satisfaction

Table 2 T-Test Results

Coefficients ^a			
Model		t	Sig.
1	(Constant)	2.675	.004
	X1_marketing_strategy	4.413	<,001
	X2_doctor_service_quality	8.467	<,001
a. Dependent Variable: Y patient satisfaction			

Source: SPSS Data Processing Results

The results of the statistical analysis of variable X1 (marketing strategy) show that the calculated t value is 4.413 with a significance level (p-value) of 0.001. This value is far below the significance limit used in the study, namely $\alpha = 0.05$. This difference indicates that the probability of error in concluding that there is an influence of marketing strategy on patient satisfaction is very small. Therefore, statistically H0 (null hypothesis) is rejected, while H1 (alternative hypothesis) is accepted, so it can be confirmed that the marketing strategy has a significant influence on patient satisfaction.

These findings reinforce the understanding that the effectiveness of a marketing strategy is not only a supporting aspect of pharmacy operations but also a crucial factor in determining patient satisfaction as service users. The implementation of a sound marketing strategy encompasses various interrelated elements, including: The availability of a complete range of medicines and health products is an essential part of any marketing strategy. Patients tend to feel more satisfied when pharmacies can meet their various health needs without having to move from one location to another.

Product availability demonstrates a pharmacy's ability to manage stock and supply chains, providing patients with a sense of security that their medication needs can be met at any time. Competitive pricing is also a crucial consideration. Fair and competitive pricing not only provides economic benefits for patients but also builds the perception that the pharmacy offers value commensurate with the quality of service and products provided. When patients perceive fair prices, their satisfaction levels tend to increase.

Accessible distribution options, including strategic location, convenient access, flexible operating hours, and speed of service, significantly influence patients' decisions when choosing a pharmacy. The more accessible the service, the more likely patients are to be satisfied with their treatment or medication experience.

Furthermore, targeted promotions help convey information clearly, engagingly, and relevantly, whether through brochures, social media, or in-person education. This type of promotion not only introduces new services but also increases patient health knowledge.

Based on the research results, it can be understood that these four aspects of marketing strategy are not isolated but rather complement each other in creating a positive patient experience. When pharmacies manage their marketing strategies consistently and with quality, patients will feel more confident, more comfortable, and more appreciative of the services provided. This is then reflected in increased patient satisfaction levels, both in terms of product, price, ease of service, and interactions with the pharmacy.

Furthermore, this study also shows that marketing strategy plays a crucial role in building long-term relationships between pharmacies and patients. Patient satisfaction not only impacts their loyalty but also has the potential to increase the number of visits, strengthen the pharmacy's image, and encourage positive recommendations to others. Therefore, it can be concluded that the success of Apotek K-24 Geliting Maumere in meeting patient expectations is greatly influenced by the pharmacy's ability to design and implement effective, innovative, and community-focused marketing strategies. Overall, these findings provide a comprehensive picture that marketing strategy is not merely a promotional tool, but a strategic component that has a significant impact on service quality and patient satisfaction levels in the context of pharmaceutical care.

The findings of this study align with various previous studies that also emphasize the importance of marketing strategy in shaping and enhancing customer satisfaction. One relevant study is the one conducted by Dimas Ahmad Fauzi and colleagues (2018). In this study, they found that marketing strategy has a strong influence on customer satisfaction levels. This indicates that effectively designed and implemented marketing activities, whether in the form of promotion, pricing, product availability, or distribution, can increase positive consumer perceptions of the company. In other words, the better the marketing strategy, the greater the likelihood of consumer satisfaction with the product or service provided.

Furthermore, research conducted by Aritonang, E. F., Rani, and Purwatiningsih (2023) also yielded consistent results, namely that the marketing strategy implemented by a company can have a positive impact on consumer satisfaction. In this study, the researchers emphasized that marketing strategy not only functions as a tool to attract customer interest but also as a means to create valuable experiences for consumers. When companies are able to understand consumer needs and preferences and then translate them into appropriate marketing strategies, consumers will experience direct benefits that make them more satisfied and more likely to use the company's products or services again.

The findings of this study are also consistent with several previous studies discussed above, particularly those conducted by Tumanduk et al. (2023) and Hasani et al. (2022), which stated that marketing strategy and service quality simultaneously have a positive and significant effect on customer satisfaction in the pharmacy sector. Similar results were also found by Prinanti et al. (2024), who confirmed that implementing an appropriate marketing mix, supported by good service quality, can increase patient satisfaction in healthcare facilities. The alignment of this study's results with these previous studies further reinforces the importance of marketing strategy as a crucial factor in increasing customer satisfaction, including in the context of Apotek K-24 Geliting Maumere.

Based on the above description, several studies reinforce the findings of this study, namely that marketing strategy is a crucial factor in determining the level of customer satisfaction. Whether in the context of pharmacies, retail companies, or other business sectors, a planned, consistent, and customer-oriented marketing strategy can create long-term relationships with consumers. This support from previous research also emphasizes that customer satisfaction is not something that simply appears, but is influenced by a series of systematic, innovative marketing efforts focused on improving service quality.

Thus, the findings of this study are not only theoretically relevant but also consistent with empirical evidence that has been produced by previous researchers, thus further strengthening the belief that marketing strategy is a key element in building consumer satisfaction and loyalty.

4.3 The Influence of Doctor Service Quality on Patient Satisfaction Determination

Table 3: T-Test Results

Coefficients ^a			
Model		t	Sig.
1	(Constant)	2.675	.004
	X1 marketing strategy	4.413	<,001
	X2 doctor service quality	8.467	<,001

a. Dependent Variable: Y patient satisfaction

Source: SPSS Data Processing Results

For variable X2 (doctor service quality), the test results show that the t-value is 8.467 with a significance value (p-value) of 0.001. This significance value is far below the limit of $\alpha = 0.05$, which means that statistically, there is a very significant relationship between the quality of doctor services and the level of patient satisfaction. Thus, the null hypothesis (H0) is rejected, while the alternative hypothesis (H2) is accepted. This means that this study provides strong evidence that the quality of services provided by doctors has a significant effect on patient satisfaction at Apotek K-24 Geliting Maumere.

Research shows that the quality of doctor care is a key factor shaping patients' experiences and perceptions of healthcare. In this context, the quality of doctor care encompasses several important aspects. Reliability is reflected in a doctor's ability to provide a correct diagnosis, prescribe medication as needed, and follow medical procedures correctly. When doctors perform consistently and professionally, patients feel more secure and confident that they are being well cared for.

Responsiveness also plays a significant role. A doctor who is quick to assist and attentive to patient concerns can reduce anxiety and make the examination process more comfortable. Furthermore, assurance, encompassing the doctor's expertise, medical knowledge, and confidence, provides a sense of security that the patient is in competent hands.

Another equally important aspect is empathy, namely the doctor's ability to understand the patient's emotional state and demonstrate concern. Empathy makes patients feel valued and cared for. Finally, communication skills are key in healthcare interactions. Clear, polite, and easy-to-understand explanations help patients feel more confident and understand the treatment steps to be taken. All of these aspects together shape the level of patient satisfaction with the services provided.

Overall, these findings indicate that the better the quality of medical care provided by doctors, the higher the level of patient satisfaction. Professional, friendly, respectful medical care, supported by effective communication skills, not only provides a positive experience during treatment but also influences patients' perceptions of the pharmacy's overall reliability. Patients who feel well-served tend to have higher levels of trust and feel more comfortable returning to the same facility.

For Apotek K-24 Geliting Maumere, these results provide important implications: success in improving patient satisfaction depends not only on the availability of adequate medicines and facilities, but also on the quality of interactions

between healthcare professionals, particularly doctors, and patients. High-quality doctor services will strengthen positive patient perceptions, increase loyalty, and add value to the pharmacy's image in the public eye, thus contributing to service sustainability and increased public trust. Thus, this study emphasizes the importance of doctors' roles in providing quality services as an integral part of strategies to improve patient satisfaction in modern healthcare.

The findings of this study are further strengthened by various previous studies that consistently demonstrate that service quality has a close and significant relationship with patient satisfaction levels. One relevant study is the study conducted by St. Umrah Nurdin, Mahfudnurnajamuddin, and Arman (2020). In this study, the researchers found that the quality of service provided to BPJS customers directly influences their satisfaction levels. The quality of service in question includes aspects such as accuracy of service, speed of treatment, friendly attitude of staff, level of professionalism of healthcare workers, and clarity of information provided to patients. When BPJS customers receive service that meets their expectations, both technically and non-technically, they tend to provide positive assessments, reflected in high levels of satisfaction. This finding confirms that service quality is key to successfully providing a satisfying experience, especially in the context of healthcare services, which are often urgent and sensitive needs for the community.

Similarly, another study conducted by Musdalifah, Wardiah, and Fairus Prihatin Idris (2022) also reinforces this understanding. Their research, conducted at the Makassar General Hospital Dental Clinic, found that service quality significantly influences patient satisfaction levels. In the context of dental clinic services, service quality encompasses the ability of medical personnel to handle patient complaints professionally, the comfort of the facilities, the friendliness of the staff, the timeliness of service, and transparent and easily understood service procedures. When services are provided in accordance with good quality standards, patients will feel more valued and comfortable, thus increasing patient satisfaction.

The findings of this study also align with several previous studies discussed previously, particularly those by Nathalia and Rozy (2022), Amalia Putri et al. (2024), and Widiyanto et al. (2020), which concluded that service quality has a positive and significant effect on patient or customer satisfaction at pharmacies and healthcare facilities. The consistency of these research results indicates that service quality, including in terms of reliability, responsiveness, assurance, empathy, and tangibles, is a crucial factor in creating patient satisfaction, including in the services of practicing physicians at the K-24 Geliting Pharmacy in Maumere.

Several studies have similar results, clearly demonstrating that service quality is a crucial factor in determining how patients or customers evaluate a healthcare facility. Whether in the context of BPJS services, dental clinics, or pharmacies like Apotek K-24 Geliting Maumere, service quality is a key determinant of patient satisfaction. This congruence of findings provides a strong empirical basis for the belief that service quality dimensions such as reliability, empathy, responsiveness, assurance, and tangibles play a significant role in creating a positive patient experience.

4.4 The Simultaneous Influence of Marketing Strategy and Doctor Service Quality on Patient Satisfaction Determination

In this study, the researcher has formulated a statistical hypothesis to test the simultaneous influence of independent variables on the dependent variable, as follows:

H_0 (Null hypothesis): There is no simultaneous influence between X_1 (marketing strategy) and X_2 (quality of doctor's services) on Y (determination of patient satisfaction).

H_1 (Alternative hypothesis): there is a simultaneous influence between X_1 (marketing strategy) and X_2 (quality of doctor's services) on Y (determination of patient satisfaction).

Table 4 F Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	455.774	2	227.887	40.289	<.001 ^b
	Residual	548.666	97	5.656		
	Total	1004.440	99			
a. Dependent Variable: Y patient satisfaction						
b. Predictors: (Constant), X2 doctor service quality, X1 marketing strategy						

Source: SPSS Data Processing Results

Based on the results of data processing, the F-value is 40.289, and the significance value (p-value) of the F-value is 0.001. When compared, the F-value (9.038) > F-table (3.32) and the p-value (0.001) < 0.05, it can be concluded that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This means that there is a simultaneous influence between X_1 (marketing strategy) and X_2 (doctor service quality) on Y (patient satisfaction). These results confirm that patient satisfaction is not only influenced by a single aspect, but is the result of a joint contribution between the marketing strategy implemented by the pharmacy and the quality of service provided by the doctor. A good marketing strategy includes complete products, competitive prices, easily accessible locations, and effective promotions that can create positive perceptions, trust, and comfort for patients.

On the other hand, the quality of doctor services, including reliability, responsiveness, assurance, empathy, and communication, are also important factors influencing patients' experiences during pharmacy visits. Optimal doctor service not only helps patients understand their health conditions and medication use but also increases their sense of security and overall satisfaction. Therefore, the results of this simultaneous test confirm that marketing strategies and doctor service quality complement each other in shaping patient satisfaction levels.

When these two variables are optimized simultaneously, patient satisfaction will significantly increase. Conversely, if one of the variables is not functioning properly, patient satisfaction levels can also potentially decline. Practically, these findings have important implications for the management of Apotek K-24 Geliting Maumere. The pharmacy needs to ensure that its marketing strategy is continuously evaluated to align with patient needs, while maintaining consistent professional standards for physician services.

Strengthening these two aspects will have a direct impact on improving service quality, patient trust, and the sustainability of long-term relationships between pharmacies and customers. In other words, patient satisfaction is the result of a synergy between effective marketing strategies and quality doctor services, and a pharmacy's success in achieving high levels of satisfaction depends heavily on how these two aspects are implemented sustainably.

The findings of this study also strongly align with previous research showing that marketing factors and service quality play a significant role in shaping customer satisfaction in the pharmaceutical and healthcare sectors. Research conducted by Anggreyna Tumanduk, Willem J.F.A. Tumbuan, and Jane G. Poluan (2023) provides

empirical evidence that sales strategy and service quality simultaneously have a significant impact on pharmacy customer satisfaction. In their study, sales strategy encompasses various efforts such as comprehensive product offerings, competitive pricing, attractive promotional programs, and the provision of clear product information to consumers. Meanwhile, service quality is seen from aspects of staff friendliness, speed of response, accuracy of service, and the ability of pharmacy staff to provide health education. When these two aspects are implemented harmoniously, the customer experience becomes much more positive because they not only obtain the desired product but also have a satisfactory service experience. These findings emphasize that the combination of sales strategy and quality service is a key pillar in creating optimal customer satisfaction in pharmacies.

Meanwhile, research conducted by Susilo Ambarwati, Ni Nyoman Putu Martini, and Sri Wulandari (2025) also made an important contribution in clarifying the factors influencing pharmacy customer satisfaction, namely speed of service, pharmacist competence, medication availability, and consultation quality. Service speed is a crucial aspect because pharmacy customers tend to want fast service, especially in urgent situations. The competence of pharmacists, adequate medication availability, and good consultation quality also shape customers' perceptions of professionalism and trust in the pharmacy.

The findings of this study are also consistent with several previous studies presented in the previous research table, such as those by Hasani et al. (2022), Prinanti et al. (2024), and Amalia Putri et al. (2024), which concluded that marketing strategies and service quality have a positive and significant influence on customer satisfaction in pharmacies and healthcare facilities. The consistency of these research results indicates that a pharmacy's success in creating customer satisfaction is determined not only by product availability but also by the implementation of appropriate marketing strategies and service quality that can meet customer expectations, including at Apotek K-24 Geliting Maumere.

5. CONCLUSION

Based on the results of research on the influence of marketing strategies and the quality of doctor services on determining patient satisfaction at the K-24 Geliting Maumere Pharmacy, it can be concluded that both variables have a significant influence, both partially and simultaneously. Effective marketing strategies through promotions, information delivery, and approaches to patients have been shown to increase the level of patient satisfaction, as well as the quality of doctor services reflected in communication skills, examination accuracy, friendliness, and professionalism. Together, the synergy between the right marketing strategy and good quality of doctor services contributes greatly to shaping positive patient experiences, increasing trust, and strengthening loyalty to the pharmacy, so that patient satisfaction can only be achieved optimally through an integrated approach.

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