

CUSTOMER LOYALTY IN THE DIGITAL HEALTH ERA: THE INFLUENCE OF TELEPHARMACY AND DELIVERY SERVICES

Danang Satrio^{1*}, Nurul Nisa' Shufi Karima², Siti Nurhayati³, Akhmad Sakhowi⁴, Dwi Susilo⁵

¹⁻⁵ Faculty Economic & Business, Pekalongan University, Indonesia

*Email corresponding author: danangsatrio3003@yahoo.com

Abstract

The role of health workers in utilizing technology that is increasingly accelerating is to make a new breakthrough in the form of online-based health consultation (telepharma). Pharmacy K-24 Buaran seeks telepharmacy and drug delivery in order to help patients get the right medicine to improve the health status of the Indonesian people. K-24 pharmacy customers can consult health problems directly with pharmacists using their platform. Telepharmacy is carried out as a form of communication with customers to feel satisfied so that customers have high loyalty with the services provided to increase marketing. This study aims to determine the influence of telepharmacy and delivery services on customer loyalty at the K-24 Buaran Pekalongan pharmacy. This study uses quantitative research and is processed using multiple linear regression SPSS to analyze the results of the questionnaire obtained. The results of the study show that telepharmacy and delivery services have a significant positive effect on customer loyalty of the K-24 Buaran Pekalongan pharmacy.

Keywords: Telepharma, Delivery, Customer Loyalty

INTRODUCTION

Pharmacy is a means of pharmaceutical services carried out by pharmacists. Pharmaceutical services are health services provided to patients to meet pharmaceutical needs such as medicines. Good pharmaceutical services are services that are directly oriented to improve the quality of life of patients so that patient satisfaction in receiving health services can be achieved optimally. In this case, there must be a system of quality, efficacy, and safety of drugs to avoid medication errors. One of the forms of health services is providing information about drugs from identifying treatment results to the goals of treatment obtained and rational use of drugs, monitoring the effective use of drugs and the delivery of information or supporting counseling guidance that improves effective and efficient treatment.

The rapid advancement of advanced technology supports entrepreneurs to find loopholes by innovating as high as possible and can provide excellent service for their customers. One of the technology-based innovations used in the health sector, especially on a pharmacy scale, is by providing telepharmacy and drug delivery services. This lifestyle change is a form of business competition that encourages entrepreneurs to achieve the idea of providing more value to customers (Saputra et al., 2020). This is done in order to attract the attention of the community in marketing the services provided so that the K-24 Pharmacy becomes a superior pharmacy in the national scope. The existence of online drug consultation programs on various social media platforms Whatsapp, line, Instagram, and even e-commerce sales such as K-24 Klik, halodoc, good doctor, and other platforms is increasingly rampant and developing for the advancement of health services in Indonesia. Some of the service methods provided provide online prescription waiters, self-medication services, providing drug information to patients online from direct pharmacists and ensuring that drugs are in the hands of patients through drug delivery services. In addition,

telepharma services themselves include drug information services, patient counseling, monitoring drug therapy and patient compliance, and monitoring drug side effects (Baldoni et al., 2019).

An e-pharmacy is a pharmacy that operates through the internet and sends orders to consumers via e-mail (e-mail), whatsapp or online pharmacy web portal. According to the Indonesian Minister of Health Regulation No. 26 of 2018 concerning Electronically Integrated Business Licensing Services in the Health Sector, E-Pharmacy is an electronic system used for the implementation of pharmaceuticals. The Pharmacy Electronic System Operator (PSEF) is a legal entity that provides, manages, and operates E-Pharmacy for its own or other purposes. According to PMK No.14 of 2021, telepharmacy is a pharmaceutical service by pharmacists through the use of telecommunication technology and information systems to patients. Telepharma includes drug information services, patient counseling, monitoring drug therapy and patient compliance, and monitoring drug side effects (Baldoni et al., 2019). Telepharmacy has accessibility that is effectively adopted in self-medication services. Patients are free to choose to consult any pharmacist about their health, this has been proven to serve patients who are lacking in terms of economy, geography or the existence of social restrictions and the level of disease suffered (Farid, 2022).

Telepharmacy services are very profitable for customers in the current era, so it can make it easier for customers to conduct detailed consultations. As researched by Farid (2022) that people feel helped by online drug purchases, the implementation of drug therapy monitoring through telepharmacy runs effectively, the implementation of drug side effect monitoring runs effectively, and patients can understand the drug information provided. The delivery service has benefits in various patient conditions, with the right delivery and several flows that are implemented, the target indicator of delivery services will be achieved. As researched by Herman (2023), the results of the study show that online service convenience has an effect and is significant on consumer satisfaction and also online service convenience is influential and significant on online repurchase intention.

This study aims to find out and analyze the extent of the influence of telepharmacy services and delivery services on customer loyalty at Pharmacy K-24 Buaran Pekalongan. In the context of modern pharmaceutical services, the existence of technology-based services such as online consultation and drug delivery is an important factor in building a long-term relationship between pharmacies and their customers. Specifically, this study aims to identify whether telepharmacy services that allow customers to consult directly with pharmacists online are able to create a satisfying service experience and have an impact on increased loyalty. On the other hand, delivery services are also analyzed to see if the ease of obtaining drugs without having to come directly to the pharmacy can increase customer comfort and trust.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Telepharmacy Services

Telepharmacy is a pharmaceutical service by. Pharmacists through the use of telecommunication technology and information systems to patients (Ministry of Health of the Republic of Indonesia, 2021). One part of the practice of telemedicine that refers to the provision of pharmaceutical services by a pharmacist, the provision of this service is carried out with a distance between the pharmacist and the patient as the recipient of health services. Telepharma services have been shown to have a positive impact on several studies such as improving patients' clinical conditions, detecting patients' health behaviors, reducing medication errors, and saving costs. In addition, the risk of drug side effects can be reduced and patient compliance can be reduced, as in Firdanthi's research, 2023.

Businesses are effective when service delivery is managed by facilitating customer complaints, responding to customer complaints, encouraging employees to investigate customer issues, training

employees to handle complaints, and developing procedures for responding to customer complaints. Understanding the customer value position is an important management tool for improving service delivery to customers. The delivery of quality services/services is an important strategic resource that can be used to achieve competitive advantage, The delivery of quality services/services is an important strategic resource that can be used to achieve competitive advantage (Galih, 2020).

Delivery Services

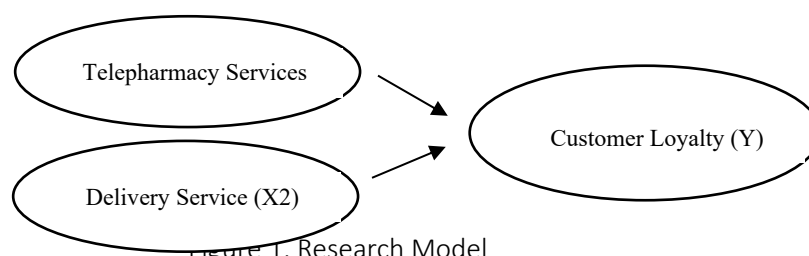
Delivery service is a form of service that provides convenience in the form of a service to deliver orders ordered by customers to a place according to customer wishes. So that this delivery service can be a customer solution to get products quickly without coming and meeting the seller in person (Wiharsono et al., 2022). The factors that affect the success and failure of delivery services according to Henriette Bjerreskov Dinitzen (2010) are delivery time, time flexibility, guarantee of products delivered, stock suitability, customer retention ability, customer order management, marketing communication techniques and providing clear information.

Drug distribution can be done by system delivery, namely delivering drugs and ensuring that drugs are at the right customer without any miscommunication from the information provided. Drug distribution to patients must pay attention to pharmaceutical care, which is the direct responsibility of pharmaceutical personnel in services related to patient treatment with the aim of achieving set results that improve the patient's quality of life. Delivery has many advantages, namely it is easy to get urgently needed medicines, pharmacists can match drug information in detail and patients do not have to queue with impossible conditions.

Customer Loyalty

According to Aziz et al (2023), customer loyalty is a sense of loyalty and commitment as a customer in the consistency of making repeated purchases in a company. Loyalty can be seen from the part of customers who have an interest that is processed from a sense of happiness to own and be proud of a product with a certain brand with positive reciprocity (Pasianus & Agus Kana, 2021).

The concept of brand loyalty is formed based on the bond between customers and a strong brand, where there is a pleasant experience that customers feel (Darmawan, 2021). In addition, there is a pleasant experience felt by them (Cici & Mardikaningsih, 2022). The existence of loyalty makes customers insensitive to competitors' offers (Khayru et al., 2021) because they have felt the performance of the product that has met expectations (Sinambela & Mardikaningsih, 2022).



Based on the research model in the image you attached, here is a hypothesis formulation that can be used:

Hypothesis 1 (H1): *Telepharmacy Services (X1) have a positive effect on Customer Loyalty (Y).*

Hypothesis 2 (H2): *Delivery Service (X2) has a positive effect on Customer Loyalty (Y).*

RESEARCH METHODS

This study is a quantitative study that aims to analyze the influence of telepharmacy services and delivery services on customer loyalty at Pharmacy K-24 Buaran Pekalongan. In the ever-growing digital era, technology-based health services such as telemedicine and drug delivery systems are one of the important forms of service innovation to improve customer comfort and satisfaction. This study tries to answer the extent to which these two services can affect customer loyalty levels.

The data used in this study is primary data collected through the distribution of questionnaires to 50 respondents with certain criteria. Respondents were selected purposively, namely those who have used pharmacy services, either directly or through online platforms, and have consulted with pharmacists through an online system. Data collection will be carried out in May 2025. Data analysis was carried out using SPSS software version 26.0. Before conducting the main analysis, validity and reliability tests are first carried out to ensure that the research instrument is suitable for use. Next, a series of classical assumption tests were performed, including normality tests, multicollinearity tests, and heteroscedasticity tests, to ensure that the data were eligible for further analysis with multiple linear regression.

Multiple linear regression was used to test the influence of two independent variables, namely telepharmaceutical services and delivery services, on one dependent variable, namely customer loyalty. Hypothesis testing was carried out through simultaneous F-tests to see the effects together, as well as determination coefficient (R^2) analysis to determine the extent to which the two independent variables were able to explain the variation in customer loyalty variables.

RESULTS AND DISCUSSION

This study analyzes the influence of telepharmacy and delivery services on customer loyalty at the K-24 pharmacy in Buaran Pekalongan by distributing a questionnaire of 50 respondents in accordance with the predetermined criteria, namely productive age, having shopped at the K-24 pharmacy offline or online and having conducted online consultations with pharmacists on the platform that has been provided. The research uses the purposive sample technique, namely by providing an assessment of the population sample at the K-24 Buaran Pekalongan pharmacy. In this study, there was a simultaneous influence of telepharmacy and delivery services on customer loyalty, which was 32.3% and the rest was greatly influenced by other factors. Pharmaceutical services are an important aspect of the health service system that must continue to be developed and adjusted to the needs of patients. One of the innovations in this service is the implementation of telepharmacy services, which is an alternative solution when pharmacists cannot attend in person. Along with the development of technology, telepharma services are not only a temporary solution, but have developed into an effective means of communication between pharmacists and patients in following up on complaints and providing ongoing consultations (Killeen et al., 2020).

The strategic role of telepharma in the consultation process is crucial, especially in helping to reduce inappropriate drug use and avoid the adverse effects of drug interactions. Thus, this service is able to reduce the risk of medication error and increase the effectiveness of treatment while still considering cost efficiency (Ameri et al., 2020). In addition, telepharmacy has been projected as a potential service alternative that is highly beneficial in areas that are difficult to reach by conventional healthcare. This service has now been widely adopted by community pharmacists in an effort to expand the reach of pharmaceutical services to the community (Hedima & Okoro, 2020).

The optimal implementation of telepharma services provides a more personalized and convenient service experience for customers. Patients can freely submit complaints without feeling embarrassed or limited by short consultation times. Pharmacists also have the opportunity to explain the treatment plan thoroughly and monitor the healing process continuously, starting from initial diagnosis, drug delivery through delivery services, to evaluation of treatment results based on certain

success indicators. This kind of service model increases customer trust and satisfaction, which ultimately drives their loyalty to the pharmacy.

Pharmacy K-24 Buaran actively improves the quality of services by developing the competence of pharmaceutical personnel and implementing effective service management. Innovation through the integration of telepharmaceutical systems and delivery services has proven to have a positive impact on customer loyalty. This is reflected in the increasing number of customers who make repurchases and choose online consultation services as part of the treatment process that they entrust to Apotek K-24 Buaran Pekalongan.

CONCLUSION

This study was conducted to determine the relationship between telepharma services and delivery on customer loyalty. And the results of the study show that telepharmacy and delivery services have a significant effect on customer loyalty. So that this innovation can be further developed to provide excellent service in full in overcoming health problems. Telepharmacy services have not been widely carried out by practicing pharmacists in pharmacies, but these services are needed in improving the performance of pharmacist values in the community and can brand pharmacies and play a role in an effort to increase turnover in an era of sophistication by providing delivery services to ensure customer safety and health. The suggestion for the next researcher is that several indicators can be added that support telepharmacy services so that they are better known to the general public as a form of pharmacist practice services in the field of consultation and delivery services to get drugs practically.

BIBLIOGRAPHY

- Ameri A, Salmanizadeh F, Keshvardoost S, Bahaadinbeigy K. 2020. Investigating pharmacists' views on telepharmacy: prioritizing key relationships, barriers, and benefits. *J Pharm1Technol*, 1–8.
- Aziz, aminullah abd, Agustinar, M Yahya, and Nur Azizah. 2023. "Kepuasan Pelanggan, Kualitas Produk, Dan Nilai Yang Dirasakan: Mengukur Loyalitas Konsumen Di Warung Kopi Kota Langsa." *Jurnal Ilmiah Mahasiswa* 5: 189–208.
- Darmawan, Didit. 2021. "Pencapaian Kepuasan Dan Loyalitas Pelanggan Melalui Strategi Pemasaran Berdasarkan Pengalaman (Studi Kasus Pelanggan Rumah Makan Ayam Bakar Wong Solo Di Mojokerto)." *Jurnal Manajemen Bisnis Dan Kewirausahaan* 1 (1): 1–14.
- Farid, A., Firdausy, A., Sulaiman, A., Simangunsong, D., Sulistyani, F., Varianti, F., Ong, K., Kristiany, L., Mustika, N., Febiani, N., Komalasari, S., Salsabila, S., Azzahra, S., Zulfah, Y., & Aryani, T. (2022). Efektivitas Penggunaan Layanan Telefarmasi di Era Pandemi COVID-19 dari Perspektif Masyarakat. *Jurnal Farmasi Komunitas*, 9(2), 152–157. <https://doi.org/10.20473/jfk.v9i2.32924>
- H. B. dan D. B. Dinitzen, *ValueAdded Logistics ini Supply Chain Management*, 1st ed. Denmark: Academia, 2010.
- Hedima, E. W., Okoro, R. N. 2020. Telepharmacy: An opportunity for community pharmacists during the COVID-19 pandemic in Sub Saharan Africa. *Elsevier*, 2211-8837.
- Kepmenkes. 2021.1Pedoman Pelayanan Kesehatan1Melalui Telemedicine Pada Masa Pandemi Corona Virus1Disease 20191(Covid-19). No. HK.01.07/ MENKES/4829/2021.
- Killeen, R. M., Grindrod, K.,1W. Ong, S. 2020. Innovation in1practice: Telepharmacy's1time has arrived. *CPJ/ RPC*,1Vol. 153 No. 5.
- K. L. Kotler, P. & Keller, *Marketing Management*, 14th ed. New Jersey: Pearson Horizon, 2013.
- Saputra, G. G., Sultan, U., Tirtayasa, A., Serang, K., Juju, U., & Pasundan, U. (2020). Service Delivery Terhadap Customer Value Serta Dampaknya Pada Kepuasan Pelanggan. *Jurnal Riset Bisnis Dan Manajemen*, 13(2), 52–60. <https://doi.org/10.23969/jrbm.v13i2.3006>
- Sinambela, Ella Anastasya, and Rahayu Mardikaningsih. 2022. "Harga Dan Keberagaman Produk Serta Pengaruhnya Terhadap Loyalitas Pelanggan Restoran." *Jurnal Satyagraha* 05 (01): 37–

47.

<http://ejournal.universitasmahendradatta.ac.id/index.php/satyagraha/article/view/347/301>.

Wiharsono, H. A., Khoerani, A., Marsa, V. U. M., Fitri, A. N., & Nuryati, N. (2022). Pengaruh Layanan Pesan Antar Secara Online Selama Masa Pandemi Terhadap Omzet Penjualan Frozen Food di Kota Cimahi. *Prosiding Industrial Research Workshop and National Seminar*, 13(01), 997–1004. <https://jurnal.polban.ac.id/ojs-3.1.2/proceeding/article/view/4361>