

The Influence Of Product Availability, Perceived Quality, And Brand Image On Customer Purchase Intention Pharmacy Products (Study At Guardian Manado)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh ketersediaan produk, persepsi kualitas, dan citra merek terhadap niat beli konsumen produk farmasi di Guardian Manado. Dengan pendekatan kuantitatif, penelitian ini melibatkan pengumpulan data dari 100 responden dengan menggunakan kuesioner. Data yang terkumpul kemudian dianalisis menggunakan metode statistik Regresi Linier Berganda untuk mengukur sejauh mana ketersediaan produk, persepsi kualitas, dan citra merek dapat memprediksi niat beli produk farmasi. Hasil penelitian menunjukkan bahwa ketersediaan produk tidak berpengaruh signifikan terhadap niat beli produk farmasi di Guardian. Perceived quality juga terbukti mempunyai pengaruh positif yang kuat terhadap niat beli produk farmasi di Guardian. Citra merek juga terbukti memiliki peran penting dalam membentuk niat membeli produk farmasi, yang mencerminkan betapa pentingnya citra merek dalam menarik dan mempertahankan pelanggan. Temuan tersebut memberikan wawasan bagi manajemen Guardian Manado untuk meningkatkan strategi pemasaran dan manajemen mutu untuk meningkatkan niat pembelian pelanggan produk farmasi. Oleh karena itu, penelitian ini memberikan kontribusi penting untuk memahami faktor-faktor yang mempengaruhi niat beli pelanggan produk farmasi di industri ritel khususnya di Guardian Manado.

ABSTRACT

This study aims to identify and analyze the effect of product availability, perceived quality, and brand image on customer purchase intention pharmacy product at Guardian Manado. With a quantitative approach, this research involves collecting data from 100 respondents using questionnaire. The data collected was then analyzed using the Multiple Linear Regression statistical method to measure the extent to which product availability, perceived quality, and brand image can predict pharmacy products purchase intention. The results of the study indicate that product availability has no significant effect on purchase intention pharmacy product at Guardian. Perceived quality was also shown have a strong positive influence on purchase intention pharmacy product at Guardian. Brand image was also shown to have a significant role in shaping purchase intention pharmacy product, reflecting how important brand image is in attracting and retaining customers. The findings provide insights for the management of Guardian Manado to improve marketing strategies and quality management to increase customer purchase intentions pharmacy product. Therefore, this research makes an important contribution to understanding the factors that influence customer purchase intention pharmacy product in the retail industry, especially at Guardian Manado.

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1. INTRODUCTION

Along with the development of the current era, human needs are increasing, ranging from the need for clothing, food, security, daily needs, and other needs. Apart from these needs, many people are aware of the importance of human needs for health, beauty and even other needs. The number of businesses that have sprung up makes competition among developing businesses. Consumers have many choices to fulfill their needs and desires due to the increasing number of brands in an increasingly modern pharmaceutical market. In addition, consumers can also choose products and services according to their preferences. With the competition in one industry, companies must follow the changing trends, so that each company must compete to respond to the various needs and desires of consumers at this time and in the future, because this determines the sustainability of the company itself [1]. Each company carries out its best strategy to outperform competitors in the same industry by attracting consumers to see. enter the store, try. and make transactions.

Awareness of health, care and beauty is starting to become a basic need and necessity for people in Indonesia nowadays. Having a healthy physique and attractive appearance are two things that people want. With these lifestyle changes, the pharmaceutical business in the form of health, care, and beauty has become a necessity that cannot be abandoned by people. In the industry of providing health facilities, there is a modern pharmacy industry, which not only sells medicines, but also overall physical health and personal care products such as food supplements and vitamins from children to adults, hygiene products, digestive detoxification products, beauty, skin care, hair, and many others [2]. Modern pharmacies are pharmaceutical retailers that have outlets in shopping centers and implement a self-selection system, so that consumers can choose and find the desired products or ask for help from employees [3].

Guardian is a beauty and health product retailer engaged under the large retail business of PT Hero Supermarket Tbk. which presents an alliance with Dairy Farm International. Guardian has been serving the health and beauty needs of the Indonesian people since 1990. To date, Guardian has opened more than 300 stores throughout Indonesia and is the No. 1 Health and Beauty retailer in Indonesia. Guardian provides more than 10,000 products from various well-known local and international brands. For more than 31 years Guardian has continued to adapt and evolve in order to always provide the best for customers. With store locations spread across various regions.

Inside Guardian stores, customers can find a wide range of medicines, vitamin supplements, and medical devices that meet high quality standards. Not only that, Guardian also offers a wide range of beauty products such as cosmetics, hair care, and body care products from various overseas and local brands. In the health and beauty industry Guardian has emerged

as one of the dominating pharmacy chains with its extensive product offerings and emphasis on health and beauty. Guardian's strengths include easily accessible locations, attractive discount programs, and staff trained to provide health advice to customers. Although Guardian has a strong market share, several key competitors such as Watsons, Century Healthcare, Boston Kimia Farma (in Indonesia), Supermarket, and Apotek K24 (in Indonesia) also play an important role in the competitive industry.

Watsons is often Guardian's main competitor in the health and beauty retail sector. Analysis can involve comparisons in terms of product prices, brand and product diversity, store locations, and customer loyalty programs. Century Healthcare is a health store that provides various health and beauty products. Analysis can involve benchmarking in terms of product innovation, sales promotions, and marketing strategies. Various products such as medicines, medical devices, and beauty products can be found at this outlet. Kimia Farma Apotek is a large pharmacy in Indonesia. Analysis may include comparisons in terms of pharmacy services, availability of medicines, and whether the store has health consultation facilities. Apotek K-24 is a National Franchise Pharmacy Network that provides medicines and medical devices. Under PT K-24 Indonesia, currently Apotek K-24 has won various awards that make this pharmacy trusted to be the Best Franchise Pharmacy in Indonesia. Some large grocery stores also offer a large range of health and beauty products. Analysis may involve comparisons in terms of prices, special promotions, and shopping convenience

Argues that consumers tend to choose places that offer varied and complete products regarding the depth, breadth, and quality of the diversity of goods offered by sellers [4]. The product availability in a modern pharmacy includes a large variety of brands, types and sizes of product, and the other that matter of a product to be purchased. Product availability is a very important factor in influencing customer purchase intention. Product availability refers to the pharmacy's ability to provide the products that customers need quickly and effectively. This will affect customer purchase intentions because if a product is not available at the pharmacy, then customers may look for alternatives in different place, thus losing customers and potential sales. Perceived quality is also very important, as products in the pharmaceutical industry must be guaranteed safety, effectiveness and quality. Perceived quality is an important factor that influences customer satisfaction and loyalty.

Customers are more likely to come back to pharmacies that offer high-quality products that meet their expectations. Brand image is a consumer's perception of a brand that reflects the brand associations in the consumer's mind [5]. Brand image is also an important factor in influencing customer purchase intention. Brand image can also affect customer's purchase intentions in pharmacies. A good brand image can help increase customer trust and strengthen their loyalty. Customers tend to choose brands that are known and have a good reputation in providing services and providing health products. According to Kotler and Keller [6] Purchase intention is consumer behavior in responding to an object that shows consumer purchasing desire. There are several variables that can influence purchase intention. The variables that can affect customer purchase intention are as mentioned and explained.

In terms of store distribution in Indonesia, such as Watsons, Century, Boston, Kimia Farma and K24 Pharmacy have fewer stores compared to Guardian Health and Beauty stores. Therefore, researchers chose the Guardian Health and Beauty shop as the research object. There

are 2 Guardian outlets in Manado, which is Guardian Mantos and Guardian Megamall. So in this research, the object used in the research are Guardian Mantos and Guardian Megamall.

Based on the description of the problem formulation above, this study aims as follows:

1. To identify the influence of product availability on customer purchase intention pharmacy products at Guardian Manado.
2. To identify the influence of perceived quality on customer purchase intention pharmacy products at Guardian Manado.
3. To identify the influence of brand image on customer purchase intention pharmacy products at Guardian Manado.
4. To identify the influence of product availability, perceived quality, and brand image on customer purchase intention pharmacy products at Guardian Manado.

2. METHOD

2.1 Research Approach

This research is using a quantitative approach. According to Creswell quantitative research is an approach for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures.

2.2 Population, Sample Size and Sampling Technique

Defines population as a generalization area consisting of objects or subjects with certain characteristics set by researchers to study and draw conclusions [7]. The population referred on this study are all consumers or customers who went and shopped at Guardian Manado. Both in Guardian Mantos and Guardian Megamall. The sample in this study were people who had bought and become consumers at Guardian Manado, both at Guardian Mantos and Guardian Megamall. Considering the number of visitors who became consumers at Guardian in Manado City was quite large, so it was quite difficult to determine the population in this study. The sampling method used in this research is purposive sampling, which uses questionnaires as the main tool in collecting data. The reason purposive sampling is being used because this method is particularly useful when conducting research on specialized groups or populations with particular characteristics or experiences. The prospective respondents chosen were those visitors who became consumers at Guardian Manado, which is Guardian Mantos and Guardian Megamall. There are also several criteria for respondents who want to fill out the questionnaire in this research. These criteria are based on gender, based on age, and based on job. When a person has these three criteria, then they can continue to fill out this questionnaire.

2.3 Data Collection Method

This primary data generated by distributing the questionnaire with the relevant person in charge that become the point of interest for the research. The questionnaire was specifically distributed to BNI mobile banking users. Secondary data is data collected for some purpose other than the problem at hand. The secondary data is taken from books, journals, and relevant literature from library and internet. These secondary data were used in the background, literature review, research method, and discussions.

2.4 Operational Definition of Research Variable

Table 1 Operational Definition of Research Variable

No.	Variable	Definition	Indicators
1	Product Availability (X1)	Product availability is the ability to meet customer demand at the right time and right place (Christopher, 2016).	Completeness types of products Completeness brand of products Completeness size variations of product Completeness quality variations of product (Raharjani, 2005)
2	Perceived Quality (X2)	Perceived quality is the consumer's perception of the overall quality or superiority of a product or service in meeting consumer needs or expectations (Parasuraman, Zeithaml & Malhotra, 2005).	Product Quality Product Reputation Product characteristics Product Performance (Durianto et al., 2017, p. 97)
3	Brand Image (X3)	Brand image is a representation of the overall perception of the brand and is formed from information and past experiences with the brand itself. Setiadi (2016, p. 109)	Strength Favorability Uniqueness (Kotler dan Keller, 2016:347)
4	Purchase Intention (Y)	Purchase intention is consumer behavior when they have an interest in buying a product or service. Purchase interest arises due to the trust of consumers in a product accompanied by the ability to make purchases. (Simamora, 2011)	Transactional Interest Referential Interest Preferential Interest Exploratory Interest (Benowati & Purba, 2020)

Source: Theoretical and Empirical Study (2023)

2.5 Validity and Reliability

Validity refers to the extent to which a measuring instrument accurately measures the concept it intends to measure. In this research, validity is assessed for the questionnaire, which is used as the measuring instrument. High validity indicates a high level of precision and accuracy in measuring the concept. A valid instrument should be able to deliver results that are consistent with the intended purpose of the measurement, with a validity level of at least 0.01. reliability testing is used to quantify some underlying dimension and to establish the level of

measurement non-error. Cronbach's Alpha coefficient is commonly used to test reliability, where a higher value of the coefficient indicates greater consistency in the measurements.

2.6 Multiple Linear Regression Analysis

Regression using more than one independent variable is called a multiple or a multivariate regression analysis. Since this paper uses more than one independent variable, it uses multiple linear regression model, and the formula is as follow:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Description:

Y	: Purchase Intention
α	: constant
$\beta_1 \beta_2 \beta_3$: Regression coefficient of each variable
X1	: Perceived Credibility
X2	: Perceived Benefit
E	: error

2.7 Theoretical Framework

2.7.1 Marketing

Marketing is the most important part in running a business, both individual businesses and company businesses. Without marketing a business cannot be success to sell its products and services even cannot get more profit from the business. With marketing, consumers can know what products and services are offered and marketing can make consumers interested to try the products and services. According to Laksana [8] marketing is the meeting of sellers and buyers to carry out transaction activities for goods or services. Therefore, the definition of the market now no longer refers to the location, but rather refers to the activity or meeting between sellers and buyers in marketing products to consumers. Stanton and Futrell [9] stated that marketing is part of the overall system of business activities aimed to planning, pricing, promoting, and distributing products, services, or ideas to target markets with the aim of achieving various goals.

2.7.2 Product Availability

In general, consumers are more interested in visiting one store that has a complete range of products than having to visit several stores to find shared needs and wants. According to [10], product availability is an effective and continuous strategy in meeting customer needs, wants and expectations in a way that is easily accepted by customers. This means that product availability includes ways to ensure that the products desired by customers are always available and can be accessed easily, so that customer needs and expectations can be met properly. Simamora and Fatira [11] state that product availability refers to the various types of products that are available, in terms of the completeness of the products such as brand, size, quality, and the availability of those products at all times in the store.

2.7.3 Perceived Quality

Perceived quality is the customers perception of the overall quality or superiority of a product or service compared to other products or services and in relation to the expected goals.

Perceived quality is defined as a consumer's assessment (perception) of the overall superiority of a product. According to Tjiptono and Chandra [12], a positive perceived quality is formed when the perceived or experienced quality (experience quality) matches or meets customer expectations (expected quality).

2.7.4 Brand Image

Explains that brand image is the view that consumers have about a brand or product [13]. A positive and strong brand image can influence purchase intention to consumer decisions in buying or not buying the product. Brand image is a representation of the overall perception of the brand and is formed from information and past experiences with the brand itself. According to Schiffman and Kanuk [14], brand image is a view that is continuously formed through experience and tends to be stable.

2.7.5 Purchase Intention

Purchase intention can be described as a consumer's intention or plan to buy a particular product. As explained by Kotler & Keller [15] purchase intention is an action or behavior that occurs after a consumer receives a desire stimulus for a product they have seen, then the desire to buy and own the product arises. According to Simamora [16] states that purchase intention, or an individual's desire to buy a product or service they have seen, arises from a positive perception which then becomes a desire to own its product or service. Purchase intention is consumer behavior when they have an interest in buying a product or service. Purchase interest arises due to the trust of consumers in a product accompanied by the ability to make purchases.

2.7.6 Previous Research

Based on the author's analysis of several previous papers, we find the same problem, but with a different focus of discussion. The difference between the previous and current work is as follows. Research by Lukmanul Hakim, Nanis Susanti, Ujianto (2017), This study tries to find out and analyze more deeply the effect of customer relationship management, brand equity, perceived quality, perceived value and price on customer buying interest in Philips light bulbs in Batam city. The population in this study are all users (consumers) of Philips brand electric light bulbs in Batam city. Model testing in this study, with Generalized Least Square Estimation (GLS), structural equation modeling (SEM) analysis, proportional random sampling method and Amos 22 software assistance, on 240 respondents from eight times 30 indicators of research variables. The results showed that: Customer relationship management affects customer value, perceived quality affects customer value, perceived quality affects purchase intention, and perceived price affects purchase intention.

Research by Sargam Bahl Walia, Harish Kumar, and Naveen Negi (2020), The objective of this study was to explore the factors that influence fluctuations in consumer purchase intention towards green products belonging to the fast-moving consumer goods (FMCG) category. A survey was conducted among 500 respondents associated with four retail outlets in Dehradun, Uttarakhand, selling both green and conventional products. Then, simple regression analysis was conducted to understand the relationship between the dependent variable (purchase intention) and the independent variables (brand awareness, perceived product quality,

price sensitivity, and product availability). The results show that brand awareness, perceived product quality, price sensitivity, and product availability have a significant influence on consumers' purchase intention towards green products.

Research by Liu Xiaoyan, Wong Chee Hoo, Tan Seng Teck, Kumarashvari Subramaniam, Aw Yoke Cheng (2022), This study summarized the development of the brand image, customer engagement, and perceived quality of purchase intention in the existing literature. This research aims to develop a theoretical model to examine the direct effect of the variables in the online hotel booking area, which helps the further investigation of hotel brand image, customer engagement, perceived quality and travelers online purchase intention. Additionally, this paper generates and discusses contributing to the research. A respectable sample of 81 was collected through a survey and the data were further analyzed using Smart-PLS. It proposed that brand image, perceived quality and customer engagement has a positive influence on online purchase intention. This study assisted hotels to build a strong online brand image that results in the traveler online purchase intention.

2.7.7 Conceptual Framework

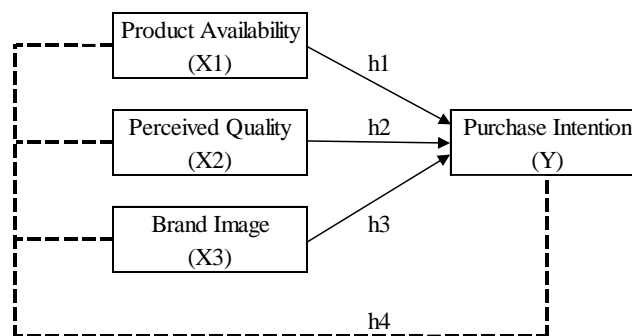


Figure 1. Research Model
Source: Literature Review

2.7.8 Research Hypothesis:

H1 : Product Availability has Positive Influence on Customer Purchase Intention at Pharmacy in Manado.

H2: Perceived Quality has Positive Influence on Customer Purchase Intention at Pharmacy in Manado.

H3: Brand Image has Positive Influence on Customer Purchase Intention at Pharmacy in Manado.

H4: Product Availability, Perceived Quality, and Brand Image on Customer Purchase Intention at Pharmacy in Manado.

3. RESULT AND DISCUSSION

3.1 Validity and Reliability Test

Tabel 2. Validity Test Result

No	Indicator	Pearson Correlation	Sig.	Status
1	Strength			
	Toko Guardian mempunyai citra merek yang baik dikalangan masyarakat Indonesia	0.836	0.000	Valid
2	Strength			
	Toko Guardian sudah terkenal dikalangan masyarakat Indonesia	0.860	0.000	Valid
3	Favorability			
	Merek dan produk yang dijual pada Toko Guardian sudah banyak dikenal dan dipercaya	0.835	0.000	Valid
4	Uniqueness			
	Toko Guardian menawarkan diskon yang beragam dengan produk yang terganti-ganti	0.767	0.000	Valid

Source: Processed Data (2023)

3.2 Validity Test

The four indicators of Perceived Quality respectively have a significance level less than 0,05. These results indicate that the four statements are related to Perceived Quality indicators can be declared valid.

3.3 Reliability Test

According to Sekaran (2003), the minimum value of Cronbach's alpha must be 0.6. It is better if the value is above 0.6.

Table 3 Alpha Cronbach Value of Each Variables

VARIABLE	CRONBACH'S ALPHA	STATUS
X1	0,821	RELIABLE
X2	0,827	RELIABLE
X3	0,842	RELIABLE
Y	0,854	RELIABLE

Source: Processed Data (2023)

This table shows that Cronbach’s Alpha ≥ 0.600 . Thus, indicates that all research instrument indicators of variable are reliable.

3.4 Classical Assumption Test

3.4.1 Normality Test

Table 4. Result of Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.35961329
Most Extreme Differences	Absolute	.122
	Positive	.090
	Negative	-.122
Test Statistic		.122
Asymp. Sig. (2-tailed)		.06 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed Data, 2023

From the Figure above it can be seen that the test results using the one-sample Kolmogorov-Smirnov (one-sample K-S) test method have a significance of 0.06 (Asymp. Sig. (2-tailed)) which is greater than 0.05, and it can be concluded that residual values are normally distributed.

3.4.2 Multicollinearty Test

Table 5. Result of Multicollinearty Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.384	2.608
	X2	.348	2.875
	X3	.355	2.815
a. Dependent Variable: Y			

Source: Processed Data, 2023

It shows the value of the Variance Influence Factor (VIF) of the results has been carried out on the Product Availability and Customer Satisfaction less than 10, and the Tolerance Value is more than 0.100. This result indicates that there is no correlation between two variables. Thus, it can be councluded that the two independent variables are free from Multiocollinearity.

3.4.3 Heterocedasticity Test

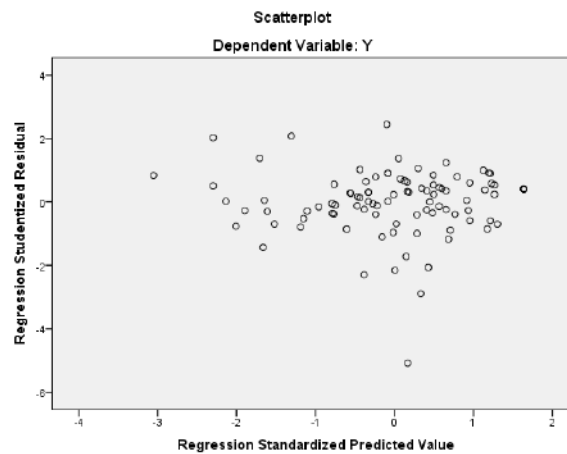


Figure 2. Heterocedasticity Test
 Source: Data Processed, 2023

It shows the distribution of the dots on the scatterplot graph above and below the Y axis and do not form a clear pattern. Thus, it can conclude that the analytical model used in the research did not occur heteroscedasticity.

3.4.4 Multiple Linear Regression Analysis

It shows the Constant Value at 0,172 and for Product Availability the (β value) is at 0,208. Perceived Quality (β value) is 0,270 and Brand Image (β value) is 0,480
 Purchase Intention (Y) = 0,172 + 0,208X1 + 0,270 X2 + 0,480X3 + e
 From the multiple linear regression equation above it can be interpreted as follows:

Table 6. Multiple Linear Regression Analysis
 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	.172	2.517		.068	.946					
X1	.208	.125	.178	1.658	.101	.655	.167	.110	.384	2.608
X2	.270	.126	.241	2.133	.035	.683	.213	.142	.348	2.875
X3	.480	.132	.406	3.630	.000	.721	.347	.242	.355	2.815

a. Dependent Variable: Y

Source: Processed Data, 2023

The constant value of Purchase Intention of Guardian in Manado (Y) is 0,172, this explains that if the Product Availability (X1), Perceived Quality (X2), and Brand Image (X3) variables are 0 (zero), then the Customer Purchase Intention (Y) is 0,172. The regression coefficient value for the Product Availability variable (X1) has a positive value of 0,208. This shows that if the Product Availability (X1) increases by 1%, the Purchase Intention of Guardian

in Manado will increase by 0,208 with the assumption that other independent variables are held constant. A positive sign means that it shows a uni-directional influence between the independent variable and the dependent variable. Assuming that the other variables remain constant

The regression coefficient value for the Perceived Quality variable (X2) has a positive value of 0,270. This shows that if the Perceived Quality (X2) increases by 1%, the Purchase Intention of Guardian in Manado will increase by 0,270 with the assumption that other independent variables are held constant. A positive sign means that it shows a uni-directional influence between the independent variable and the dependent variable.

The regression coefficient value for the Brand Image (X3) has a positive value of 0,480. This shows that if the Brand Image (X3) increases by 1%, the Purchase Intention of Guardian in Manado will increase by 0,480 with the assumption that other independent variables are held constant. A positive sign means that it shows a uni-directional influence between the independent variable and the dependent variable.

3.5 Hypothesis Testing

3.5.1 Partial Hypothesis Test (t-Test)

Table 7. Partial Hypothesis Test (t-Test)
 Coefficients^a

Unstandardized Coefficients		Standardized Coefficients		T	Sig.	
Model	B	Std. Error	Beta			
1	(Constant)	.172	2.517		.068	.946
	X1	.208	.125	.178	1.658	.101
	X2	.270	.126	.241	2.133	.035
	X3	.480	.132	.406	3.630	.000

Source: Data Processed, 2023

The t value of the Product Availability variable (X1) is 1,658 with a significance level of 0.101. The significance level has a value greater than Alpha (0.05), at 0.101. Thus, it can be concluded that the Product Availability variable has no effect towards Purchase Intention on Guardian in Manado so that H1 is rejected. The t value for the Perceived Quality (X2) is 2.133 with a significance level of 0.035. Thus, it can be concluded that the Perceived Quality variable has significant effect on Purchase Intention on Guardian in Manado so that H2 is accepted. The t value for the Brand Images (X3) is 3.630 with a significance level of 0,000. Thus, it can be concluded that the Brand Images variable has a significant positive effect on Purchase Intention on Guardian in Manado so that H3 is accepted.

3.5.2 Simultaneous Hypothesis Testing (F-Test)

Table 8. Simultaneous Hypothesis Testing (F-Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1503.827	3	501.276	43.066	.000 ^b
	Residual	1117.413	96	11.640		
	Total	2621.240	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: Data Processed (2023)

The table above shows the calculated F value of 43.066 with a significant level of 0.000, because the significance level is less than 0.05 ($0.000 < 0.05$) and F count is greater than F Table ($43.066 > 3,94$), then Product availability, Percieved Quality, Brand Image simultaneously have a significant effect on Purchase Intention On Guardian in Manado so that H4 is accepted.

3.6 Discussion

3.6.1 The Influence of Product Availability on Customer Purchase Intention

Based on the test results, it shows that the t value of the Product Availability variable (X1) is 1,658 with a significance level of 0.101. While the significance level has a value greater than Alpha (0.05), at 0.101. Thus, it can be concluded that the Product Availability variable has no significant effect towards Customer Purchase Intention Pharmacy Products at Guardian Manado, which means that Product Availability have influence on Customer Purchase Intention Pharmacy Products at Guardian.

3.6.2 The Influence of Perceived Quality on Customer Purchase Intention

Based on the test results, it shows that the t value of the Perceived Quality variable (X2) is 2,133 with a significance level of 0.035. While the significance level has a value less than Alpha (0.05), at 0.035. Thus, it can be concluded that the Product Availability variable has significant effect towards Customer Purchase Intention Pharmacy Products at Guardian Manado, which means that Product Availability have significant influence on Customer Purchase Intention Pharmacy Products at Guardian Manado. Perceived quality plays a crucial role in influencing customer purchase intention within the pharmacy store environment. In the healthcare sector, customers place a paramount importance on the efficacy, safety, and reliability of medications.

3.6.3 The Influence of Brand Image on Customer Purchase Intention

Based on the test results, it shows that the t value of the Brand Image variable (X3) is 3,630 with a significance level of 0.000. While the significance level has a value less than Alpha (0.05), at 0.000. Thus, it can be concluded that the Brand Image variable has no significant effect towards Customer Purchase Intention Pharmacy Products at Guardian Manado, which means that Brand Image have significant influence on Customer Purchase Intention Pharmacy Products at Guardian Manado.

3.6.4 Product Availability, Perceived Quality and Brand Image on Customer Purchase Intention on Guardian in Manado

Based on the test results, The table above shows the calculated F value of 43.066 with a significant level of 0.000, because the significance level is less than 0.05 ($0.000 < 0.05$). This explains that the independent variables, namely Product Availability, Perceived Quality and Brand Image simultaneously have a significant effect on Customer Purchase Intention Pharmacy Products at Guardian Manado

4. CONCLUSION

The results of this research have shown that the Product Availability has no effect on Customer Purchase Intention Pharmacy Products at Guardian Manado. It can be said that Product Availability has not playing important role in influencing the Customer Purchase Intention Pharmacy Products at Guardian Manado. The results of this research have shown that the Perceived Quality are positively Influenced Customer Purchase Intention Pharmacy Products at Guardian Manado. It can be said that Perceived Quality has effect in influencing the Customer Purchase Intention Pharmacy Products at Guardian Manado. The results of this research have shown that the Brand Image has a positive effect on Customer Purchase Intention Pharmacy Products at Guardian Manado. It can be said that Brand Image has an important role in influencing the Customer Purchase Intention Pharmacy Products at Guardian Manado. The result of this research had shown that Product Availability, Perceived Quality, and Brand Images all simultaneously have a positive impact on Customer Purchase Intention Pharmacy Products at Guardian Manado.

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