



PROMOTIONAL STRATEGY TO INCREASE SALES ON SAHABAT PHARMACY

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Abstract

This study evaluates and enhances the promotional strategies of Apotek Sahabat Samarinda or also known as Sahabat Pharmacy to increase sales within the competitive pharmaceutical market of Samarinda, Indonesia. A quantitative research approach was employed to gather primary data via surveys from 385 respondents, aimed at evaluating customer behavior, preferences, and reactions to various marketing strategies. This research employs the Integrated Marketing Communications (IMC) framework, emphasizing advertising, sales promotion, public relations, direct marketing, and personal selling. The results indicate that promotional strategies have a substantial effect on customer attitudes and purchase intentions. Sales promotions, direct marketing, and personal selling demonstrated the most significant positive impact on customer perceptions. The study emphasizes the necessity of customizing promotional strategies to address customer needs and enhance customer engagement. It is recommended that Sahabat Pharmacy enhance its digital marketing initiatives, improve product bundling strategies, and establish a customer loyalty program to promote sustained sales growth and enhance customer satisfaction. This study enhances the understanding of the impact of promotional strategies on sales performance within the pharmacy sector.

Keywords: Promotional Strategy, Customer Attitude, Purchase Intention

INTRODUCTION

The pharmaceutical sector, which produces necessary medications and promotes economic stability and security, is a powerful worldwide economic force with enormous societal significance (Milanesi, Runfola, & Guercini, 2020). The industry faces particular business hurdles, including as licensing, required product registration, and strict regulatory requirements. Success in the pharmaceutical market for newcomers necessitates knowledge of industry-specific elements, adherence to regulations, utilization of cutting-edge technology, and guaranteeing product quality. The pharmaceutical sector has produced important medical advancements and still has the ability to improve healthcare even more, despite its profit-driven character (Trenfield et al., 2022). This sector influences a nation's trade balance and economic advancement. In Indonesia, liquidity and sustained growth rates positively influence the profitability of pharmaceutical enterprises and comes into crucial to the economic framework for Indonesia (H. Lim & Rokhim, 2021). This industry adds to the nation's GDP and influences employment, healthcare accessibility, and technological progress (Hasran & Gupta, 2023).

In Indonesia, pharmaceuticals are a promising sector. Indonesian's government has included the medical device and pharmaceutical sectors as part of the priority sectors in an effort to realize the Making Indonesia 4.0 program and Indonesia, which employs more than 260 million people as one of the fastest growing pharmaceutical markets in Asia. Survey conducted by Global Data, the Indonesian pharmaceutical market is ranked as the largest market in the ASEAN region, with an estimated market value of Rp141.6 billion (Indonesia.go.id, 2021)

Despite the big role this sector hold, the pharmaceutical sector depends on pharmacies for the efficient distribution of medications. The role of pharmacy is closely related to

distributing drugs and collecting data that can be used for public health responses, because it is the main distribution point that connects drug manufacturers with end consumers by ensuring timely and safe drug accessibility (Wulandari, Sawitri, & Hermansyah, 2022). Even numerous studies have underscored the need of effective drug logistics management in pharmacies to avert medicine shortages and enhance service quality (Essing, Citraningtyas, & Jayanti, 2020).

In Indonesia itself, pharmacies are now transforming into significant retail business entities in Indonesia, due to the role of drug distribution centers and public health services, this is indicated by data from the Ministry of Health showing that the number of pharmacies in Indonesia increased from 28,233 pharmacies in 2018 to 30,199 pharmacies in 2021 (Ayesya, 2025). Indonesian has expenditure per month for per capita around Rp1.8 million, with around 40 - 50 percent is used to buy medicines. With population is 275 million, the annual income can reach up to Rp400 trillion, just for buying medicine and this is a big business opportunity for pharmacies in Indonesia (Farmecare.id, 2023).

In East Kalimantan alone, province where the capital city of Indonesia is located has high number of pharmacies, which makes this market is very competitive. Samarinda as the capital of East Kalimantan where Sahabat Pharmacy is located, has the highest of pharmaceutical wholesalers and pharmacies that makes it in a competitive market, shows the importance for Sahabat Pharmacy to adjust its promotional strategy in order to stay ahead in this many competing players.

Apotek Sahabat or also known as Sahabat Pharmacy is a leading pharmacy in Samarinda that provides medicines and health services. Under the business entity CV. Sahabat Medika, Sahabat Pharmacy provide various pharmaceutical products including prescription and over-the-counter drugs, Health Products, Supplements, and Milks, beauty and body care products, health medical devices, and home delivery of medicines. Sahabat Pharmacy offers a diverse array of medications and is strategically situated within the same building as various senior and specialist medical practices in Samarinda and located on Jl. PMI No.16B, right in front of AWS Syahrani Hospital. This setup provides a high level of convenience for patients by enabling easy access to medical consultations from various experienced and qualified specialists in a centralized location.

The promotional strategy, which has so far mainly depended on product reductions and prices set by manufacturers, without any further deliberate efforts to adapt to local market dynamics and customer behavior, and drug sales regulations in Indonesia are regulated in various regulations is the key issue. Regulations on drug sales prices in Indonesia are regulated in the The provisions regarding the selling price of drugs in Indonesia are regulated in the Regulation of the Minister of Health (Permenkes) Number 98 of 2015. This information regulation regulates the provisions regarding the highest retail price (HET) of drugs or Government Regulation Number 51 of 2009 concerning Pharmaceutical Work which basically requires a prescription from a doctor to be able to buy hard drugs. This has led to little customer involvement and missed opportunities to strengthen bonds with them. Sahabat Pharmacy has to assess and create a more efficient and integrated promotional plan as the industry becomes more competitive. Research indicates that IMC enhances communication effectiveness, consumer engagement, and brand promotion (Harizi & Trebicka, 2023). Aiming to find possibilities that may be used to boost pharmacy sales both in the short and long term, this study will concentrate on the analysis of current promotional techniques.

Sahabat Pharmacy is currently marketing on the side of improving online services and also conducting online promotions. Promotions have been carried out in various ways but still do not show an increase in sales. Sahabat Pharmacy has not expanded its analysis to include customer purchases, and involved a more in-depth evaluation of the marketing strategies implemented. Adjusting to customer needs and improving product offerings will be important steps to overcome the sales stagnation that has occurred, as well as opening up the potential for

more significant growth in the future. By implementing changes based on these findings, the pharmacy can increase the effectiveness of the strategies that have been implemented, and ensure that the business runs better in the long term.

This study analyses the promotional strategies employed by Sahabat Pharmacy with its market environment in Samarinda, Kalimantan Timur and seeks to identify methods for their enhancement to meet sales targets. Sahabat Pharmacy, although strategically positioned and possessing significant potential, encounters difficulties in achieving its sales objectives. This study aims to evaluate the effectiveness of existing promotional strategies and to propose a strategy that may enhance sales performance and customer engagement. This thesis proposes a promotional strategy centred on Integrated Marketing Communications (IMC), which highlights the integration of diverse promotional channels to maintain consistency and relevance in messaging across all customer touchpoints. This research will examine the impact of customer behaviour and preferences on the effectiveness of promotions, as well as evaluate the external factors affecting the sales performance of the pharmacy and aims to offer practical recommendations for Sahabat Pharmacy.

RESEARCH METHODOLOGY

Based on the context of the problem that has been described, quantitative methods are the choice in this research methodology. Quantitative research employs a systematic methodology to gather and analyze numerical data, aiming to uncover patterns, relationships, and findings that can be generalized to broader populations. This methodology is based on the positivist paradigm, highlighting the importance of objectivity and replicability. The main objective is to measure variables and utilize statistical methods to derive conclusions that can be extrapolated beyond the specific study sample (W. M. Lim, 2025).

Quantitative research in customer analysis allows businesses to segment their customer base, assess purchasing behaviors, and evaluate marketing strategy effectiveness. Analyzing numerical data enables companies to make informed decisions that improve customer satisfaction and increase sales (Ghanad, 2023).

Surveys provide population's characteristics, self-reported and observed behavior, awareness of programs, attitudes or opinions, and needs (Kabir, 2016). The survey method will be used for customer analysis that will be conducted by distributing questionnaire to 385 respondents. The variables that must be measured in order to determine how buyers currently perceive about the promotional strategy used by Sahabat Pharmacy.

This research utilize structured instruments, including surveys with likert scales to evaluate hypotheses and theories. This scale is used to measure a social phenomenon such as a person's attitude, opinion, and perception (Sugiono, Noerdjanah, & Wahyu, 2020)

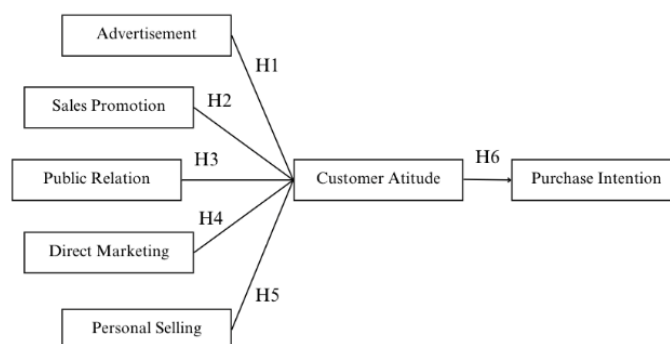


Figure 1. Conceptual Framework, 2025

The author distributed an electronic or online questionnaire using Google Forms and offline questionnaire to the customer that made a transaction on the Sahabat Pharmacy. With a likert scale, the variables will be measured using variable indicators, which make these indicators used as a benchmark in compiling research question instrument items which can be in the form of statements, either positive or negative. The use of answer choices with a Likert scale of only 1-4 is used to reduce the tendency of respondents to choose the middle value, or is usually caused by respondents being hesitant in choosing a statement (Amir, 2012).

Advertising constitutes a critical component of promotional strategies within the field of marketing. Research indicates that effective advertising influences consumer attitudes toward a brand or product by delivering pertinent information and eliciting positive emotions. Engaging advertisements that align with consumer needs and preferences can enhance attitudes toward the product and promote purchase intentions (Kotler et al., 2021; Lee & Lee, 2020; De Pelsmacker et al., 2021). Advertisements aligned with consumer values can enhance the emotional bond between consumers and brands, thereby positively influencing consumer attitudes (De Pelsmacker et al., 2021).

Sales promotion is a highly effective marketing technique for influencing consumer attitudes. Sales promotions, including discounts, coupons, and gifts, have been shown to affect consumer attitudes toward a brand by providing direct benefits that enhance the perceived value of the product. Research by Rundle-Thiele and Kubacki (2020) indicates that effective sales promotions enhance consumer perceptions of products and expected purchasing decisions. Furthermore, sales promotions can encourage consumers to try new products that they had not previously considered (Nadarajah & Sulaiman, 2020; Chandon et al., 2019).

Public relations is essential for establishing enduring relationships with consumers and fostering favorable perceptions of a company or brand. Effective public relations not only conveys product information but also fosters favorable perceptions of the company's values, such as social responsibility and sustainability (Dawson & Witherspoon, 2021). Effective public relations activities, including event sponsorship and corporate social responsibility, enhance a company's image and substantially influence consumer attitudes toward the brand. Public relations that engage consumers in social and community activities can enhance emotional connections with the brand, foster loyalty, and positively influence consumer perceptions of the company (Brammer & Pavelin, 2020; Macnamara, 2020).

Direct marketing is a strategy that enables companies to engage directly with consumers, fostering more personalized relationships. Research indicates that direct communication via email, SMS, or mail can enhance consumer attitudes by delivering more relevant and specific product information. Personalization is essential for fostering favorable consumer attitudes (Grewal et al., 2020).

Personal selling serves as a method for companies to establish personal relationships with consumers and shape their attitudes toward products or brands. Effective personal selling has been shown to enhance consumer attitudes by delivering comprehensive information and presenting solutions tailored to consumer needs (Liu & Fang, 2021). A more personal approach can strengthen the relationship between consumers and brands, while also enhancing consumer perceptions of the products offered (Tanner & Raymond, 2020).

The relationship between consumer attitudes towards brands or products and their purchase intentions is significant. Research indicates that consumers' favorable attitudes toward a product, shaped by advertising, promotions, or personal experiences, directly enhance purchase intentions. Ajzen (2021) posits that the theory of planned behavior indicates that favorable attitudes toward a product frequently affect consumers' purchasing decisions. A positive attitude toward a brand correlates with increased future purchase intentions (Kim et al., 2020).

RESULTS AND DISCUSSIONS

A survey was conducted to understand the preferences of existing and potential customers of Sahabat Pharmacy. The survey results showed that 58% of respondents were women and 42% were men, highlighting gender as an important demographic factor for the pharmacy's marketing strategy. Research indicates that women typically show greater interest in health, beauty, and personal care products. Regarding age groups, the 10-25 years old demographic (43.9%) showed significant interest in beauty products and supplements, often purchasing through social media. The 27-42 years old group (38.3%) preferred high-quality products, especially health supplements, and responded more actively to direct offers via email or WhatsApp. The 43-58 years old demographic (15.1%) purchased more medications and medical devices, and the 59-77 years old group (2.8%) focused on body care products.

In terms of purchasing habits, over-the-counter medications had the highest number of transactions (223), followed by health products, supplements, and milk (154), and beauty products (116). Regional analysis showed that Samarinda Kota and Samarinda Ulu recorded the highest transactions, indicating strong consumer interest in these areas. As Sahabat Pharmacy, situated in Samarinda Ulu, has the potential to penetrate the local market by enhancing promotional efforts in adjacent sub-districts, including Samarinda Kota and Samarinda Seberang, which exhibit significant purchase volumes.

According to what has been explained in the data collection section, the data has been collected completely and analysis is then carried out by looking at its reliability and validity first, before carrying out further analysis by comparing means. Testing the validity with 385 respondents, the value of r table depends on the level of significance (α) used. If $\alpha = 0.05$, then the r table value for $df = 383$ ($385 - 2$) is around 0.113. The current CITC value indicates that this questionnaire is valid for assessing the impact of Sahabat Pharmacy's personal selling on customer attitudes.

The reliability test showed very good results overall. The Advertising variable has a Cronbach's Alpha value of 0.880, indicating very high reliability. Sales Promotion and Direct Marketing each have Cronbach's Alpha values of 0.767 and 0.737, both indicating high reliability. Personal Selling also showed very good reliability with an Alpha value of 0.775. The Customer Attitude variable obtained a Cronbach's Alpha value of 0.807, which is included in the very high category, indicating excellent reliability. Meanwhile, Purchase Intention has a Cronbach's Alpha value of 0.630, which is still classified as average reliability, but still acceptable for this study. Overall, the results of this reliability test indicate that the data collected can be relied upon to support the research findings.

Table 1. Descriptive Each Variables

DESCRIPTIVE ANALYSIS		
	MEAN	Std. DEVIATION
I often see advertisements made by Sahabat Pharmacy	2.89	1.026
Advertisements from Sahabat Pharmacy influence me to buy to the pharmacy	3.00	1.010
Sahabat Pharmacy's Advertisement is more trustable than advertisement from other pharmacy	3.08	.988
ADVERTISEMENT	8.97	2.717
I interested in the discount promotion given by Sahabat Pharmacy	3.27	.730
Sahabat Pharmacy 's sales promotion give better understanding towards the products they offer	3.26	.688

Sahabat Pharmacy's sales promotions gives me great experience while purchasing	3.35	.693
SALES PROMOTION	9.89	1.744
Information provided by Sahabat Pharmacy through social media helps shape a positive attitude	3.29	.691
I trust Sahabat Pharmacy after reading or hearing about their activities through social media or the news	3.35	.688
Sahabat Pharmacy's campaigns influence good opinion for the pharmacy	3.38	.654
PUBLIC RELATION	9.77	1.843
I often do receive promotions or information about products from Sahabat Pharmacy via WhatsApp	3.14	.821
Sahabat Pharmacy's direct marketing influence my decision to visit the pharmacy	3.34	.733
I respond positively to promotional messages from Sahabat Pharmacy delivered through WhatsApp	3.30	.719
DIRECT MARKETING	9.77	1.843
Good experience when interacting with the staff of Sahabat Pharmacy	3.31	.662
Personal interactions with the staff of Sahabat Pharmacy gives good perception of service quality	3.33	.676
Knowledge that given about product from the staff at Sahabat Pharmacy is delivered goodly	3.38	.667
PERSONAL SELLING	10.02	1.665
I like to purchase products from Sahabat Pharmacy because of good experience	3.42	.608
Promotion from Sahabat Pharmacy drive me to purchase products	3.36	.636
Positive attitude towards Sahabat Pharmacy make me repeat purchases	3.43	.596
CUSTOMER ATTITUDE	10.15	1.597
I am likely to purchase in Sahabat Pharmacy rather than other pharmacy	2.89	1.026
Price in Sahabat Pharmacy is better than other Pharmacy	3.00	1.010
I am likely to purchase in Sahabat Pharmacy as the products meet my needs and expectations	3.34	.716
PURCHASE INTENTION	9.23	2.112

The survey conducted in this research uses the Likert Scale (1-4) to evaluate respondents' perceptions and opinions. The mean scores are interpreted based on this scale, where lower scores indicate dissatisfaction or a negative perception, while higher scores suggest more positive attitudes. Where scores closer to 3 indicate neutrality, while higher scores reflect favorable perceptions. Scores between 3 and 3.99 suggest that the product or service generally meets expectations, with scores closer to 4 indicating strong satisfaction. A score below 3 signals dissatisfaction, helping identify areas for improvement. This approach provides insights into the effectiveness of marketing strategies and the overall consumer experience with Sahabat Pharmacy.

Table 2. Coefficient IMC to Customer Attitude Table

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.213	.510		2.379	.018
	Advertisement	.010	.024	.016	.396	.692
	Sales Promotion	.171	.039	.187	4.442	.000
	Public Relation	.142	.041	.146	3.463	.001
	Direct Marketing	.236	.036	.272	6.483	.000
	Personal Selling	.342	.040	.356	8.589	.000

a. Dependent Variable: Customer Attitude

This presents the findings from a multiple regression analysis conducted to assess the impact of IMC independent variables, on Customer Attitude. Value represents the level of significance a p-value less than 0.05 suggests that the variable significantly influences consumer attitudes. This suggests that a more intensive sales promotion correlates with a more favorable consumer attitude toward the product. Furthermore, Public Relations exhibits a positive coefficient of 0.142 and a p-value of 0.001, indicating that public relations activities contribute to the formation of a favorable image among consumers, thereby enhancing their attitudes toward the product. The Direct Marketing variable, with a coefficient of 0.236 and a p-value of 0.000, indicates that direct marketing via media such as email or text messages significantly influences consumer attitudes.

The significance of a personalized approach in communicating product information to consumers is evident. Personal Selling exhibits the highest influence, with a coefficient of 0.342 and a p-value of 0.000. This indicates that direct interactions between consumers and sales people significantly contribute to the establishment of trust and the enhancement of consumers' positive attitudes towards products.

Table 3. Coefficients Customer Attitude to Purchase Intention Table

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.158	.644		6.461	.000
	Customer Attitude	.500	.063	.378	7.976	.000

a. Dependent Variable: Purchase Intention

The analysis indicates that Customer Attitude significantly and positively influences consumer purchase intention. The coefficient for Customer Attitude is 0.500, suggesting a positive influence on Purchase Intention. More positive consumer attitude towards the product correlates with a higher intention to purchase. The Beta value of 0.378 in the Standardized Coefficients column signifies a substantial effect of Customer Attitude on Purchase Intention. Consumer attitude significantly influences purchasing decisions. The p value of 0.000 for the effect of Customer Attitude on Purchase Intention indicates a highly statistically significant relationship. This underscores the significance of consumer attitudes in shaping their purchase intentions. An effective promotional strategy can foster a positive attitude among consumers, increasing their likelihood of making a purchase.

Promoting Strategy Solution

Sahabat Pharmacy's business strategy will focus on improving quality, competitive management, increasing digital marketing, customer loyalty programs, and diversifying products and services, Sahabat Pharmacy can continue to grow and maintain its position as a trusted pharmacy in the local market.

In this study author use 5 Why-Method to find the root cause of the problem as its an effective tool for root cause analysis (RCA) in research that is commonly used particularly the Ishikawa diagram (Barsalou & Starzyńska, 2023). It's found tha Sahabat Pharmacy' Root Cause is lack of implementing an integrated marketing strategy (IMC) and utilizing customer data to design more effective and relevant promotions.

In the context of advertising, Sahabat Pharmacy can enhance its digital marketing strategy by utilizing paid advertising on platforms like Google Ads, to boost brand awareness and attract new customers. Employing SEO and targeted advertising enables pharmacies to reach specific demographics, particularly individuals seeking health products online. The advertisements will emphasize special offers, new products, and significant health-related information, enabling Sahabat Pharmacy to enhance customer attraction via digital channels. Short-form video marketing, utilizing brief video advertisements on platforms and serve to introduce pharmacy products and disseminate valuable health information. Sahabat Pharmacy can utilize short videos to demonstrate product usage, highlight advantages, and present customer testimonials, thereby enhancing its image and fostering audience engagement.

In terms of sales promotion, implementing a product bundling strategy can enhance sales and offer improved value to customers at Sahabat Pharmacy. Pharmacies may provide discounts on bundled packages, which include health products frequently used in conjunction, at a reduced price. This promotion is designed to incentivize customers to purchase a greater quantity of products in a single transaction. Sales promotions of this nature can leverage digital advertising to present the bundle to a broader audience. Loyalty programs and customer retention are components of sales promotion. Implementing special discounts or complimentary products for frequent shoppers can enhance customer retention at Sahabat Pharmacy. This program aims to incentivize loyal customers to consistently select Sahabat Pharmacy as their primary source for health products. This strategy will enhance the frequency of customer purchases.

For public relation, community involvement and learning, Sahabat Pharmacy can enhance its relationships with local communities by engaging in health education activities as a component of Public Relations. Conducting health seminars, workshops, or free health screenings in local stores or communities can enhance pharmacies' reputation as entities concerned with public health. This initiative will enhance brand visibility and demonstrate pharmacies' commitment to delivering additional benefits to customers within their communities. Subsequently Sahabat Pharmacy can leverage short-form videos to enhance public relations by providing educational content. Creating videos that focus on health tips, appropriate product usage, or disease prevention. This will enhance awareness of pharmacy products and foster positive relationships with customers.

In direct marketing, Sahabat Pharmacy can employ email marketing, SMS, and WhatsApp messages in Direct Marketing to deliver exclusive offers to registered customers. For instance, providing targeted discounts, introducing new products, or implementing bundling promotions directly to consumers. This Direct Marketing strategy will keep customers informed about the latest information and exclusive offers, enhance customer retention, and promote repeat shopping behavior. A loyalty program within Direct Marketing that provides exclusive discounts or complimentary products to enhance customer shopping frequency. This program incentivizes customers to continue selecting Sahabat Pharmacy by offering a personalized shopping experience and immediate benefits.

Last, personal selling Sahabat Pharmacies can implement direct health consultations via in-person interactions with customers on-site. Pharmacy consultants offer explanations regarding health products, recommend products tailored to customer needs, and deliver personalized health services. Pharmacies can engage customers by offering consultations regarding the use of specific products, including vitamins and prescription medications. Loyalty Programs and Customer Retention Loyalty programs can be directly initiated by pharmacy staff as a component of personal selling to customers. Inviting customers to participate in a loyalty program enables pharmacies to enhance personal interactions and foster long-term relationships. This program incentivizes customer retention at the pharmacy by providing direct benefits associated with each purchase.

CONCLUSION

This study analyzes the promotional strategies utilized by Sahabat Pharmacy in Samarinda and evaluates their effectiveness in improving sales performance. The stagnant sales of Sahabat Pharmacy can be attributed to ineffective promotional strategies, limited customer engagement, and the underutilization of data-driven marketing approaches. Despite its strategic location, diverse product offerings, and specialized medical services that confer a competitive advantage, the pharmacy has encountered difficulties in meeting its sales objectives. The findings indicate that although the pharmacy maintains a robust market presence, its promotional strategies, which predominantly emphasize product discounts, are inadequate for achieving sustained sales growth.

The lack of a comprehensive integrated marketing communications (IMC) strategy has hindered the organization's ability to attract new customers and retain existing ones. This study reveals that Sahabat Pharmacy's promotional strategies predominantly focus on product discounts and traditional marketing methods, lacking adaptation to evolving market dynamics and consumer preferences. The failure to utilize customer data and integrate online and offline marketing channels has limited the pharmacy's growth potential. The research indicates that an Integrated Marketing Communications (IMC) strategy, which integrates advertising, sales promotion, personal selling, and public relations, can substantially enhance customer attitudes and purchase intentions.

The data indicates that personalization via direct marketing and personal selling significantly influences consumer perceptions and promotes repeat purchases. It is recommended that Sahabat Pharmacy implement a more integrated and customer-centric promotional strategy, emphasizing digital marketing, customer loyalty programs, and product bundling. Aligning marketing efforts with customer needs and preferences enables Sahabat Pharmacy to increase customer engagement, enhance brand loyalty, and achieve sales targets effectively.

This study provides significant insights into the implementation of Integrated Marketing Communications (IMC) strategies within the pharmacy sector and presents practical recommendations for pharmacies aiming to enhance their promotional activities in a competitive environment. The study suggests that Sahabat Pharmacy adopt a more integrated and customer-centric promotional strategy to address these challenges. This entails utilizing digital platforms, examining consumer behavior through data analysis, and implementing personalized marketing strategies. The proposed rebranding strategy aims to improve the articulation of Sahabat Pharmacy's core values and meet the needs of its diverse customer base.

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