Assessing the Role of Price and Service Quality in Influencing Customer Decisions at K24 Wahid Hasyim Pharmacy, Palembang

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Abstract

In the competitive business landscape, effective marketing strategies are crucial, especially in the resilient and growing pharmacy industry. This study examines how price and service quality affect consumer purchasing decisions at K24 Pharmacy on Jl. KH Wahid Hasyim Palembang. Given the Indonesian pharmacy sector's rapid growth, particularly during the COVID-19 pandemic, understanding consumer behavior is essential. Despite K24 Pharmacy's competitive advantages, it faces significant competition. The study aims to determine the impact of price and service quality on consumer decisions at K24 Pharmacy, offering strategic insights for improvement. Conducted from April to May 2024, this quantitative research surveyed 100 customers using a structured questionnaire. Data analysis involved descriptive statistics and multiple regression analysis using SPSS software to evaluate the influence of price and service quality on purchasing decisions. Findings reveal that service quality significantly affects purchasing decisions, while price does not have a statistically significant impact. The reliability test showed high internal consistency for both variables and normality and multicollinearity tests confirmed data suitability for regression analysis. Service quality, including reliability, responsiveness, assurance, empathy, and physical evidence, has a significant positive relationship with purchasing decisions. Conversely, price factors like affordability, quality alignment, and competitiveness did not significantly influence consumer choices. K24 Pharmacy should focus on enhancing service quality to boost consumer satisfaction and loyalty. While maintaining competitive pricing, the emphasis should be on improving service aspects, which more substantially impact purchasing decisions. In conclusion, the research underscores the critical role of service quality in consumer decision-making at K24 Pharmacy, providing strategic insights for sustaining and enhancing its market position.

Keywords: price, service quality, purchasing decision, improving strategies.

1. Introduction

In the current era of very tight business competition, every business actor must pay special attention to the marketing strategies implemented in their company (Febrinasari et al., 2022). Increasing business competition forces organizations or companies to focus on increasing specific competencies and skills by improving the quality of human resources that are reliable in facing existing competition (Tran et al., 2020). To meet consumer needs and desires, companies must consider consumer behavior in the purchasing decision making process as a basis for formulating effective marketing strategies.

The pharmacy industry in Indonesia is experiencing very rapid growth. Initially, pharmacies could only be found in urban areas, but now they have reached districts, sub-districts and even sub-districts throughout Indonesia (Cahyadi et al., 2020.). The pharmacy business has proven

to be able to survive amid the COVID-19 pandemic, even when many other business activities have closed down. People flocked to buy various medical supplies, including COVID-19 medicines and vitamins, which made the pharmacy business gain profitable momentum (Tran et al., 2020).

During the pandemic, prices of COVID-19 medicines and vitamins soared because demand far exceeded stock on the market (Kumar et al., 2024). This shows that the pharmacy business is very resilient in facing economic shocks and instability (Roring et al., 2024). The pharmacy business is able to survive and even grow amidst the global health crisis because the products sold are basic needs of society. Considering the economic instability caused by the pandemic, purchasing decisions are a crucial aspect of marketing that must be the company's main concern (Wibowo et al., 2023).

Companies need to review and consider marketing strategies for the products or services they will offer to understand consumer needs, wants and preferences. This in-depth understanding allows companies to influence consumers' purchasing decision-making processes. Price factors and service quality are two important aspects that can influence consumer purchasing decisions (De Sousa Saldanha et al., 2021). Determining the right price is crucial so that the product is affordable while being able to provide ideal profit margins and maintain the perception of quality in the eyes of consumers.

Apart from price, service quality plays a crucial role because it has a direct impact on the company's image (Salsyabila et al., 2024). High-quality service is an added value for the company and determines the level of consumer satisfaction (Leonard Parsaoran & Hartono, 2023). K24 Pharmacy on Jl. KH Wahid Hasyim Palembang faces stiff competition even though it has the slogan "Complete 24 hours" and serves on national holidays. This research will examine whether the price and quality of service at Apotek K24 Wahid Hasyim Palembang have a significant influence on consumer purchasing decisions. Based on findings from previous studies and the phenomena that occur, this research is entitled Assessing the Role of Price and Service Quality in Influencing Customer Decisions at K24 Wahid Hasyim Pharmacy, Palembang. The novelty of this research will be a solution for enhancing the pharmacy's existence.

2. Literature Review

2.1 Price

Prices have a dual role in business activities (Vierdwiyani & Syafarudin, 2020). For companies, price is a source of income obtained from consumers. Meanwhile, from a consumer perspective, price is an expenditure or sacrifice that must be made to obtain the desired product or service to meet needs. According to Kotler and Armstrong (2018), price is the amount of money charged to consumers for a product or service, coupled with the benefits obtained from using the product or service (Chaerudin & Syafarudin, 2021). Meanwhile, Ahmed et al., (2023), defines price as an amount of money used as a medium of exchange to obtain a product or service. Thus, it can be concluded that price is the value used as a medium of exchange to obtain products or services, where consumers spend a certain amount of money to get the benefits of the product or service, while the company receives this amount of money as income.

2.2 Service Quality

Service Quality is an important indicator for companies to meet consumer expectations and desires. According to De et al., (2020), Service Quality is every action offered by a company that is basically intangible and does not result in any ownership but aims to fulfill consumer desires. Meanwhile, Sudirjo et al., (2023) defines Service Quality as a dynamic condition related to products, services, people, processes and the environment that meets or even exceeds consumer expectations.

2.3 Purcashing Decision

According to Ali et al., (2021), purchasing decisions are a process in which consumers identify problems, search for information related to a particular product or brand, and carefully evaluate each alternative to find a solution that meets their needs or problems. This entire process then guides consumers towards purchasing decisions which are considered as a solution to the problems they face (He et al., 2022).

3. Research Methodology

This research was conducted at the K-24 Wahid Hasyim Palembang Pharmacy which is domiciled in Palembang, precisely on Jl. KH Wahid Hasyim, 5 Ulu, Seberang Ulu I District, Palembang City, South Sumatra. The research was conducted from April 2024 to May 2024. This research uses a quantitative approach that tests the influence of price and customer satisfaction on purchasing decisions. The data analysis used in this research is quantitative analysis using descriptive statistics and inferential statistics through multiple regression analysis which begins with a classical assumption test first. The sample in this research was the K24 Wahid Hasyim Palembang pharmacy customers, totaling 96.04 people based on the results of the Lemeshow formula calculation and adding up to 100 people. The type of data used is primary data obtained from sources, survey results, directly from respondents (without intermediaries). Primary data was collected specifically by researchers to answer the questions in this research. The technique of multiple regression analysis is employed to evaluate the impact of two or more independent variables on the dependent variable. In this context, multiple regression models can be implemented using SPSS version 23 for Windows statistical software. In this research, price (X1) and service quality (X2) were identified as independent variables which are thought to have a significant influence on purchasing decisions (Y) at K24 Wahid Hasyim Pharmacy, Palembang. Price consists of four sub-variables: price affordability, price match with quality, price match with benefits, and price match with competitiveness. Service quality consists of five sub-variables: reliability, responsiveness, assurance, empathy, and physical evidence. Purchasing decisions as a dependent variable include product choice, brand choice, dealer choice, purchase time, purchase amount, and payment method.

As for various research that has been carried out previously and based on a framework of thought, the author formulates the following hypothesis:

1. H1: It is suspected that price will partially influence the decision to purchase Apotek K24 Wahid Hasyim Palembang products. This hypothesis is based on the assumption that consumers tend to consider price factors when making purchasing decisions,

including affordability, suitability for quality and benefits, and product price competitiveness.

2. H2: It is suspected that service quality will partially influence purchasing decisions for Apotek K24 Wahid Hasyim Palembang products. This hypothesis arises from the understanding that aspects such as reliability, responsiveness, guarantee, empathy, and physical evidence of pharmacy services can increase consumer satisfaction and loyalty, which ultimately influences purchasing decisions.

3. H3: It is suspected that service quality and price will jointly influence the decision to purchase Apotek K24 Wahid Hasyim Palembang products. This hypothesis emphasizes that the combination of competitive prices and good service quality will have a stronger influence on consumer purchasing decisions than if these variables were analyzed separately.
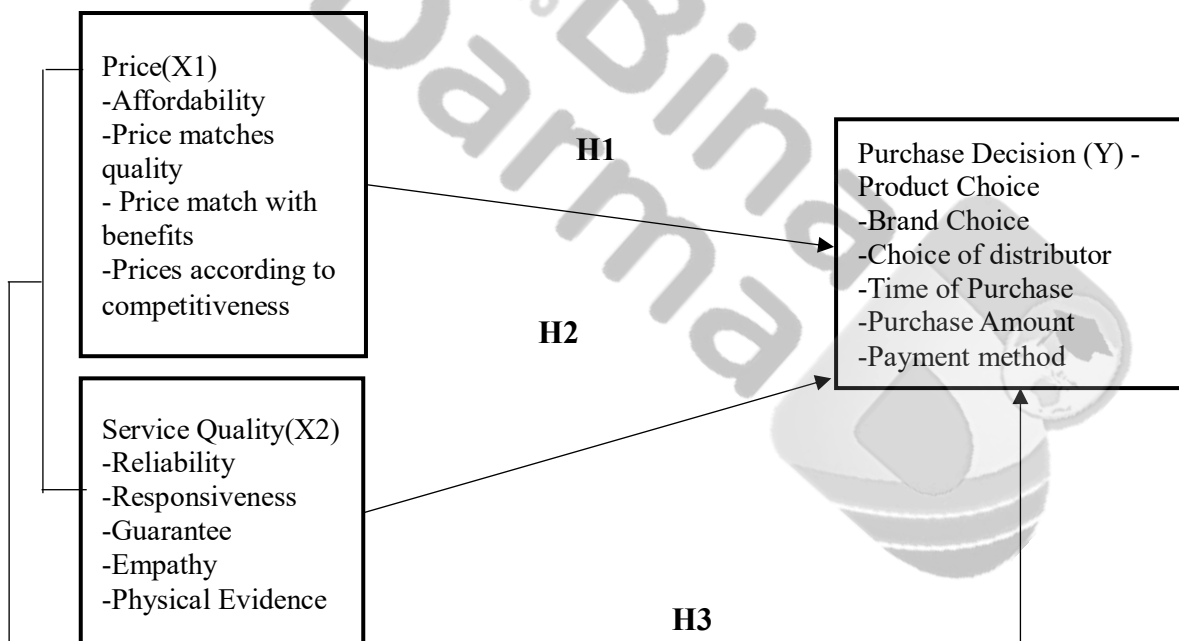
Price(X1)
-Affordability
-Price matches quality
- Price match with benefits
-Prices according to competitiveness

H1

Purchase Decision (Y) -Product Choice
-Brand Choice
-Choice of distributor
-Time of Purchase
-Purchase Amount
-Payment method

H2

Service Quality(X2)
-Reliability
-Responsiveness
-Guarantee
-Empathy
-Physical Evidence

H3

Figure 1. Research Framework
Sources: Author, 2024

4. Result and Discussion

4.1. Result

4.1.1. General information of respondents

The data represents a demographic and occupational breakdown of a specific population as represented in Table 1. In terms of gender distribution, females slightly outnumber males, comprising 51% and 49% respectively, contributing to a balanced gender representation within the group. Regarding age distribution, the majority of individuals fall within the younger age brackets, with 50% aged between 18 to 25 years and 43% between 26 to 30 years. A smaller

segment, constituting 7%, belongs to the age group older than 31 years, indicating a predominantly youthful demographic profile.

Occupationally, the population shows diversity with varying roles. Students represent 10% of the group, indicating a segment engaged in educational pursuits. Public servants constitute a significant portion at 25%, highlighting a notable presence in governmental or civic roles. Self-employed individuals comprise the largest group at 40%, demonstrating a strong entrepreneurial spirit within the community. Businessmen account for the remaining 25%, reflecting active involvement in commercial enterprises. This comprehensive breakdown underscores the studied population's demographic composition and occupational diversity, offering insights into their gender distribution, age demographics, and occupational profiles.

Table 1. General description of respondents

Variables	Unit	Percentage (%)
Gender	Male	49
	Female	51
Age	18-25 years	50
	26-30 years	43
	>31 years	7
Occupations	Student	10
	Public Servant	25
	Self-employed	40
	Businessman	25

Source: Results of field survey, (2024).

4.1.2. Descriptive analysis of Customers about Price, Services Quality, and Purchasing Decision

Figure 2 refers to the analysis reveals that a significant proportion of consumers perceive that the quality matches the price they pay, with 50% indicating agreement and a further 34% somewhat agreeing. This suggests a general satisfaction or acceptance among consumers regarding the perceived value they receive in relation to the cost of the product. Moreover, a substantial portion of respondents (54%) believe that the price of a product accurately reflects its quality, underscoring a prevalent consumer sentiment that pricing is a reliable indicator of the product's inherent value and attributes.

In terms of affordability, opinions vary slightly across different statements. For instance, 44%

of respondents find prices generally affordable, while 25% strongly agree and 19% somewhat agree with this sentiment. This indicates a mixed perception among consumers about the accessibility of prices in relation to their purchasing power. Similarly, when considering the relationship between price and the benefits derived from a product, opinions are divided, with 37% agreeing and 31% somewhat agreeing that prices align with the benefits obtained. This suggests that while a significant portion acknowledges a fair correlation between price and product benefits, others may have reservations or varied experiences in this regard.

Furthermore, affordability concerning consumers' income levels shows a positive perception, with 41% agreeing and 26% somewhat agreeing that prices are affordable based on their income. This highlights a general sense of affordability tailored to consumers' financial capacities. Overall, the data underscores diverse consumer perspectives on price variables, emphasizing perceptions of value, affordability, and the relationship between price and product quality. These insights are crucial for businesses aiming to understand and meet consumer expectations effectively in their pricing strategies and market positioning efforts.

Note: SA: Strongly Agree; A: Agree; N: Neutral; D: Disagree; SD: Strongly Disagree
Figure 2. Analysis Descriptive Price Variable
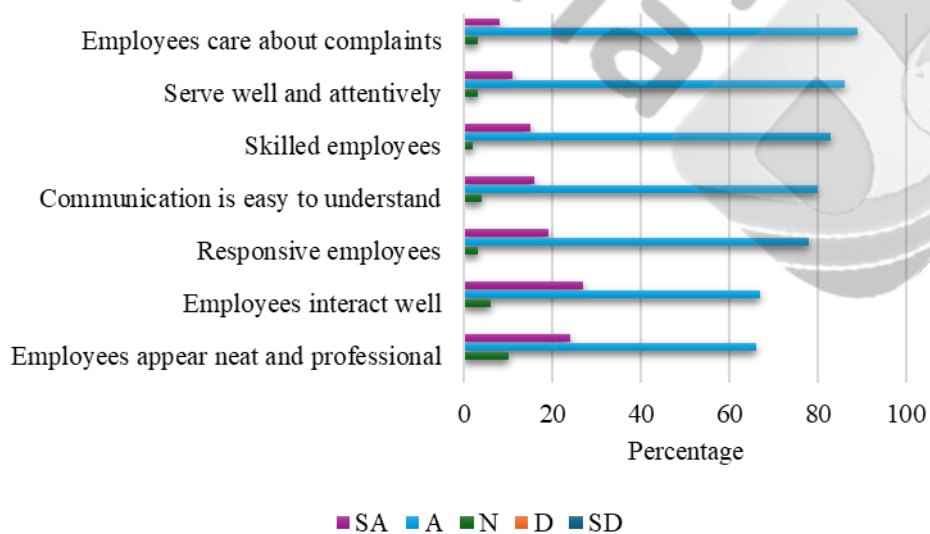*Sources: Field Survey, (2024).*

The data presented offers a detailed descriptive analysis of respondents' perceptions regarding various aspects of service quality. Each statement pertains to different facets of employee behavior and service delivery within the surveyed context. Firstly, concerning the appearance and professionalism of employees, a significant majority of respondents (66%) rated employees as demonstrating professionalism but noted room for improvement, with 24% indicating a neutral stance and 10% expressing dissatisfaction.

Secondly, in terms of interpersonal interactions, a majority (67%) perceived employees to interact effectively, though again, there were some respondents (27%) who felt interactions could be improved, and a smaller proportion (6%) indicated dissatisfaction. Thirdly, regarding

responsiveness, the data shows a positive trend with 78% of respondents acknowledging employees' promptness in addressing concerns, while 19% remained neutral and 3% expressed dissatisfaction.

Fourthly, in terms of communication clarity, the majority (80%) found employee communication easy to understand, though 16% were neutral, and 4% felt improvements were necessary. Fifthly, regarding employee skills, an overwhelming majority (83%) recognized employees as skilled, with 15% remaining neutral, and only 2% expressing dissatisfaction. Sixthly, concerning attentive and effective service delivery, a significant majority (86%) perceived employees as serving attentively, while 11% were neutral, and 3% expressed dissatisfaction. Lastly, regarding employees' responsiveness to complaints, the majority (89%) felt employees cared about complaints, with 8% remaining neutral, and 3% indicating dissatisfaction.

Overall, the data provides a nuanced understanding of how respondents perceive various dimensions of service quality within the organization. While the majority of responses are positive across most variables, there are notable areas where improvements could potentially enhance overall service delivery and customer satisfaction. This analysis underscores the importance of continuous improvement efforts in aligning service delivery with customer expectations and enhancing overall service quality.

Note: SA: Strongly Agree; A: Agree; N: Neutral; D: Disagree; SD: Strongly Disagree
Figure 3. Analysis Descriptive Service Quality Variable
Sources: Field Survey, (2024)

Figure 3 explains about the data and presents a detailed descriptive analysis of respondents' perceptions across various purchasing decision variables related to pharmacy services. The findings reveal insights into how customers perceive and evaluate key aspects influencing their purchasing decisions. Firstly, when considering the completeness of products available, a majority of respondents (63%) expressed satisfaction, indicating a strong perception that the

pharmacy offers a comprehensive range of products. Similarly, a significant portion of respondents (47%) indicated satisfaction with the variety of products available, suggesting that the diversity in product offerings meets their expectations.

In terms of customer satisfaction, perceptions regarding whether the pharmacy fulfills customer needs were positive, with 45% of respondents agreeing that their needs are adequately met. Moreover, the strategic location of the pharmacy was perceived favorably by 44% of respondents, highlighting the importance of convenience and accessibility in their decision-making process. Regarding specific service aspects, such as whether the amount of medication meets their needs, a substantial proportion (49%) of respondents affirmed this, indicating a critical factor influencing their satisfaction. Additionally, ease of contact with the pharmacy was considered satisfactory by a majority (59%) of respondents, emphasizing the significance of effective communication channels.

Lastly, ease of access to the pharmacy location was perceived positively by 46% of respondents, underscoring the importance of convenience and accessibility in their overall satisfaction with pharmacy services. Overall, these findings provide a comprehensive overview of how respondents perceive and evaluate various factors influencing their purchasing decisions related to pharmacy services, highlighting areas of strength and potential areas for improvement.
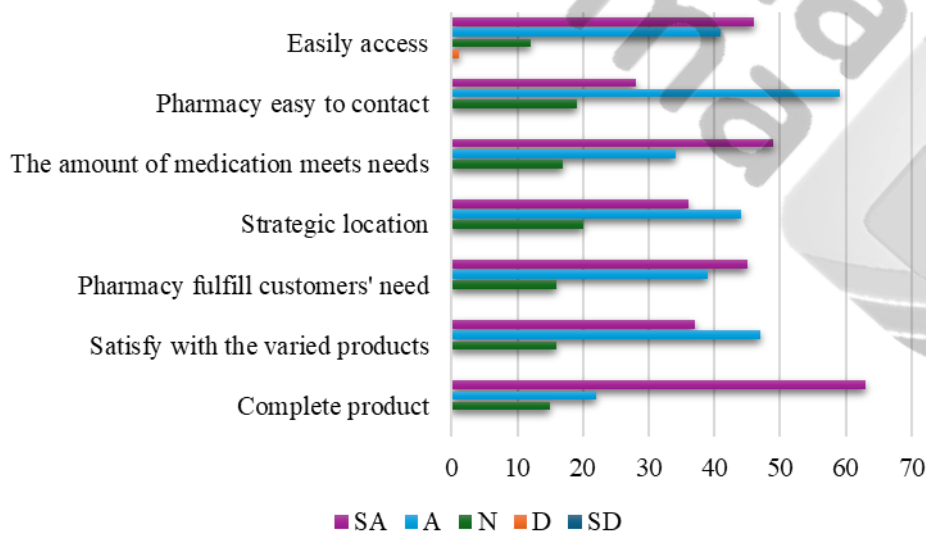
Note: SA: Strongly Agree; A: Agree; N: Neutral; D: Disagree; SD: Strongly Disagree
Figure 4. Analysis Descriptive of Purchasing Decision Variable
Sources: Field Survey, (2024)

4.1.3. Reliability, Normality, Multi-Collinearity test

a. Reliability Test

The study's results are assessed using tests for multicollinearity, normalcy, and dependability. The reliability test findings, which assess data consistency using Cronbach's Alpha, are shown in Table 3. For reliability, a Cronbach's Alpha score of more than 0.7 is seen as appropriate. Firstly, reliability is evaluated using Cronbach's Alpha coefficient, which measures the internal

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consistency of the scales used in the study (Nasir & Sukmawati, 2023). For this research, the variables "Price" and "Service quality" demonstrate strong internal reliability, with Cronbach's Alpha coefficients of 0.946 and 0.911, respectively. These high values indicate that the items within each scale are highly correlated, suggesting reliable measurement constructs for both price and service quality aspects.

b.   Normality and Multi-Collinearity Test

The data normality test in Table 2 aims to verify whether the sample used is normally distributed or not because a good regression model is a regression model that has a normal or close to-normal distribution so that hypothesis testing can be carried out (Nasir & Sukmawati, 2023). From the results of the normality test using the One-Sample Kolmogorov-Smirnov method, the significance result of the normality test was 0.156, where the result was greater than the significance level of 0.05, so it could be interpreted that the data normality test in this study was normally distributed.

Table 2. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters a,b	Mean	,0000000
	Std. Deviation	3.97385282
Most Extreme Differences	Absolute	.112
	Positive	.112
	Negative	-.097
Test Statistic		.112
Monte Carlo sig (2-tailed)	Sig	.156d

Sources: SPSS 23 test result

Multicollinearity diagnostics are essential to ensure that the independent variables in regression models are not highly correlated with each other, which can distort the estimation of coefficients

and affect the interpretation of results (Nasir & Sukmawati, 2023). The data includes collinearity statistics such as tolerance and variance inflation factor (VIF). Tolerance values close to 1 and VIF values below 10 generally indicate acceptable levels of multicollinearity. In this case, both "Price" and "Service quality" exhibit tolerances of 0.969 and VIFs of 1.032, suggesting no significant issues with multicollinearity.

Regarding the qualitative aspects of the findings, it's critical to define the qualities observed in the data clearly. For instance, the finding that "Service quality" has a standardized coefficient (Beta) of 0.255 with a significance level (Sig.) of 0.012 indicates a moderately strong positive relationship with the dependent variable. This relationship suggests that as service quality increases, there is a corresponding positive impact on the dependent variable, though the effect size should also be considered in interpretation.

Table 3. Reliability, Normality, Multi-Collinearity test

Variables	Cronbach's Alpha	Mean	Collinearity Statistics	
			Tolerance	VIF
(Constant)				
Price	0,946	58.575	0,969	1,032
Service quality	0,911	16.117	0,969	1,032

Sources: SPSS 23 test result

To ensure transparency and coherence in the statements made, the data's dependability, normal distribution, and lack of multicollinearity are explicitly proven. The scatterplot results from the SPSS test show that the error is relatively constant with no apparent pattern in the variance, and the points spread above and below the zero line on the Y-axis, indicate no heteroscedasticity.
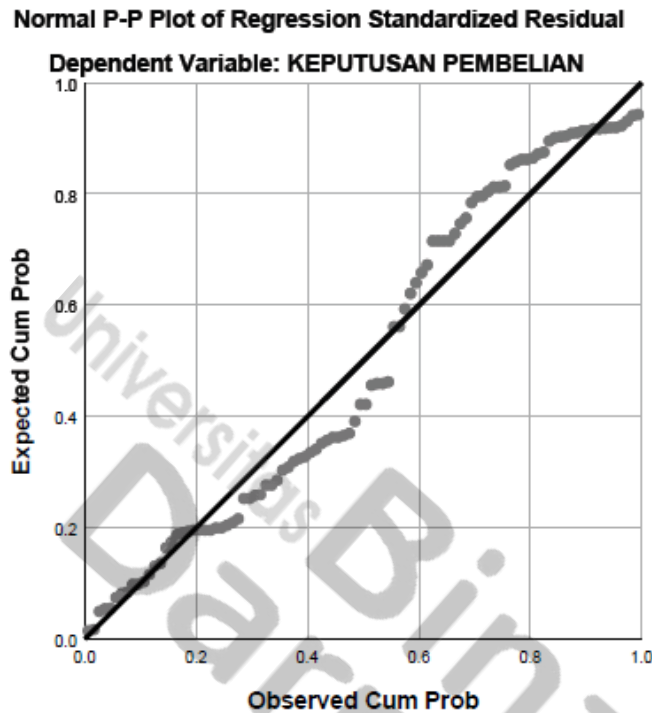
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Figure 5. Graphic of Normal P-P Plot of Regression Standardized Residual
Sources: SPSS 23 test result

4.1.4. Regression Analysis

The regression analysis results presented in Table 4 here indicate a model that attempts to explain variation in a dependent variable using independent variables such as "Price" and "Service quality." The overall model fit, represented by the coefficient of determination (R^2), is 0.070, indicating that the independent variables in the model can account for about 7.0% of the variance in the dependent variable. The adjusted R^2, which accounts for the number of predictors in the model, is 0.051, reflecting a slight adjustment to the model's explanatory power to better represent the population.

Table 4. Results of regression analysis among selected variables

Variable	R	R^2	Adjusted R^2	F	Standardized coefficients	t	Sig.
Constant	.264[a]	0,070	0,051	3,634	β	3,634	0,000
Price					0,036	0,357	0,722
Service quality					0,255	2,567	0,012

Sources: SPSS 23 test result

The F-statistic of 3.634 with a corresponding significance (Sig.) of 0.000 indicates that the overall model is statistically significant at conventional levels, implying that the independent variables collectively contribute significantly to explaining the variation in the dependent variable.

Examining the standardized coefficients (β), which measure the strength and direction of the relationship between each independent variable and the dependent variable after accounting for differences in their scales, "Price" exhibits a coefficient of 0.036 with a t-value of 0.357 and a non-significant p-value of 0.722. This suggests that "Price" does not have a statistically significant effect on the dependent variable in the model.

Conversely, "Service quality" demonstrates a more pronounced relationship, with a standardized coefficient of 0.255 and a corresponding t-value of 2.567. The significance level (Sig.) associated with "Service quality" is 0.012, indicating that it has a statistically significant impact on the dependent variable at the 0.05 significance level. This suggests that improvements in service quality are likely to correspond with higher values of the dependent variable, highlighting the importance of service quality in influencing the outcome of interest. This research results are in line with the research of Tran et al., (2020b)

In summary, while "Price" does not significantly influence the dependent variable in this regression model, "Service quality" emerges as a significant predictor. These findings underscore the nuanced relationships between variables and provide insights into factors that may impact the dependent variable, offering valuable implications for decision-making and further research in related fields.

4.2. *Discussion*

The regression analysis of purchasing decisions for K24 Wahid Hasyim Pharmacy Palembang products provides valuable insights into the influence of price and service quality, which are central to the study's hypotheses.

Hypothesis 1: Influence of Price on Purchasing Decisions

H1 posits that price will partially influence the decision to purchase K24 Wahid Hasyim Pharmacy Palembang products. This hypothesis is grounded in the assumption that consumers consider price factors such as affordability, suitability for quality and benefits, and product price competitiveness when making purchasing decisions. However, the regression analysis reveals that the variable "Price" exhibits a standardized coefficient (β) of 0.036 with a t-value of 0.357 and a non-significant p-value of 0.722. This result suggests that price does not have a statistically significant effect on the dependent variable in this model. Despite theoretical expectations, the empirical data does not support the hypothesis that price significantly influences purchasing decisions in this context. This finding could imply that other factors, such as brand loyalty or perceived value, might overshadow price considerations for K24 Wahid Hasyim Pharmacy Palembang customers.

Hypothesis 2: Influence of Service Quality on Purchasing Decisions

H2 suggests that service quality will partially influence purchasing decisions for K24 Wahid

Hasyim Pharmacy Palembang products. This hypothesis is derived from the understanding that aspects such as reliability, responsiveness, guarantee, empathy, and physical evidence of pharmacy services can enhance consumer satisfaction and loyalty, ultimately affecting purchasing decisions. The regression results support this hypothesis, as "Service quality" demonstrates a standardized coefficient (β) of 0.255 with a corresponding t-value of 2.567 and a significant p-value of 0.012. This indicates a moderately strong positive relationship between service quality and the dependent variable, affirming that as service quality improves, so does the likelihood of purchasing decisions. This finding underscores the critical role of service quality in influencing consumer behavior, suggesting that customers prioritize the quality of service they receive over the price when deciding to purchase from K24 Wahid Hasyim Pharmacy Palembang.

Hypothesis 3: Combined Influence of Price and Service Quality

H3 posits that service quality and price will jointly influence the decision to purchase Apotek K24 Wahid Hasyim Palembang products. This hypothesis emphasizes that the combination of competitive prices and good service quality will have a stronger influence on consumer purchasing decisions than if these variables were analyzed separately. The regression analysis reveals that while service quality significantly influences purchasing decisions, price does not. The overall model fit, represented by the coefficient of determination (R^2), is 0.070, indicating that only 7.0% of the variance in the dependent variable can be explained by the independent variables included in the model. The adjusted R^2 is 0.051, reflecting a slight adjustment to the model's explanatory power. The F-statistic of 3.634 with a significance level (Sig.) of 0.000 suggests that the model is statistically significant, implying that the independent variables collectively contribute significantly to explaining the variation in the dependent variable. However, the non-significant influence of price means that the joint effect of price and service quality is primarily driven by the latter.

5. Conclusion

In summary, the findings from the reliability, normality, and multicollinearity tests provide a solid foundation for interpreting the regression analysis results. The evidence suggests that while price may not significantly impact purchasing decisions, service quality plays a crucial role. The combined influence of price and service quality, though statistically significant, explains a modest portion of the variance in purchasing decisions, indicating the complexity of consumer behavior and the need for a broader perspective in future research. These insights have practical implications for pharmacy management, highlighting the importance of prioritizing service quality to enhance consumer satisfaction and loyalty.

Based on these findings, several actionable recommendations can be made:

1. Focus on Service Quality: Given that service quality significantly influences purchasing decisions, K24 Wahid Hasyim Pharmacy Palembang should invest in enhancing aspects of service quality such as reliability, responsiveness, guarantees, empathy, and physical evidence of services. This can be achieved through staff training, improving customer service protocols, and ensuring high standards of service delivery.
2. Reevaluate Pricing Strategy: Since price does not significantly impact purchasing decisions, the pharmacy might consider maintaining current pricing levels while emphasizing the

value provided through superior service quality. This approach can help retain customers who prioritize service quality over price.
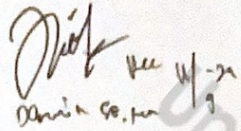
3. Market Perceived Value: Highlight the perceived value of the products and services offered, encompassing factors beyond price and service quality. This includes emphasizing the pharmacy's reputation, the quality of products, and any additional benefits such as loyalty programs or exclusive services.

4. Comprehensive Customer Experience: Focus on creating a holistic customer experience that integrates high service quality with other value-added elements. This includes ensuring a pleasant in-store experience, providing personalized services, and engaging customers through effective communication and follow-up.

5. Continuous Improvement: Implement mechanisms for continuous feedback and improvement in service quality. Regularly assess customer satisfaction and make data-driven adjustments to service protocols to meet and exceed customer expectations.

By prioritizing service quality and leveraging the perceived value of their offerings, K24 Wahid Hasyim Pharmacy Palembang can enhance customer satisfaction and loyalty, ultimately driving purchasing decisions and fostering long-term success.

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Letter of Acceptance
No. 1984/IJFR/VIII/2024

Dear M. Ridho Al Hady

Congratulations,

We have received the results of a peer review of your article:

Title	:	*Assessing the Role of Price and Service Quality in Influencing Customer Decisions at K24 Wahid Hasyim Pharmacy, Palembang*
Author(s)	:	M. Ridho Al Hady Darwin Bella Syakina
Affiliation	:	Universitas Bina Darma
Corresponding Author	:	M. Ridho Al Hady

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Thank you

Sanni Olawale Nurudeen, Ph.D
Editor

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