

Analysis Of The Influence Of Personal Selling, Service Quality, And Price Perception On Supplement Purchase Decisions At Kimia Farma Rama Palembang Pharmacy

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ABSTRACT

Introduction: Increasing public awareness of health is driving the need for supplement products in pharmacies. In the process of purchasing supplements, consumers not only consider the availability of the product, but also need clear information, good service, and prices that are assessed according to the quality and benefits of the product. This study aims to analyze the influence of personal selling, service quality, and price perception on supplement purchase decisions at Kimia Farma Rama Palembang Pharmacy. Method: This study uses a quantitative approach with a non-probability sampling technique through the purposive sampling method. The research sample was consumers who had bought Naturelene, Seaquill, Radiant, Nutrimax, and Golden Coral brand supplements at Kimia Farma Rama Pharmacy in Palembang. Data were collected through questionnaires with a Likert scale and analyzed using multiple linear regression. Results and Discussion: The results of the study show that personal selling, service quality, and price perception have a positive and significant effect on supplement purchase decisions, both partially and simultaneously. Personal selling is the most dominant factor in influencing purchase decisions. These findings show that pharmacists' ability to provide information, the quality of service that creates trust, and the perception of prices that are in line with the benefits of the product play an important role in driving supplement purchase decisions. Conclusion: This study provides the implication that Pharmatek Kimia Farma Rama Palembang needs to strengthen communication of pharmaceutical personnel, maintain service quality, and manage price perception in an integrated manner to improve supplement purchase decisions.

INTRODUCTION

The development of the pharmaceutical and health retail industries shows increasingly dynamic changes as public awareness of the importance of maintaining health increases. Health products are no longer only seen as a necessity when sick, but also part of promotive and preventive efforts to maintain immunity, fitness, and quality of life. One of the products that has increased public attention is health supplements. Supplements are widely used to supplement nutritional needs, help maintain immunity, and support the daily activities of the increasingly crowded community.

In line with the increasing public attention to health, supplement consumption has also changed from just an additional need to part of a preventive lifestyle. This change is increasingly visible after the Covid-19 pandemic, when people became more aware of the importance of maintaining immunity, choosing health products that suit their needs, and seeking information before making a purchase. Samarra et al. (2024) explained that multivitamin consumers still have the habit of taking multivitamins after the pandemic.

Pharmacies are one of the main means for people to obtain health products, including supplements. Pharmacies not only serve as a place to sell drugs and health products, but also as a place for pharmaceutical services that provide information, education, and product recommendations to customers. Competition between pharmacies is getting tighter, making pharmacy managers need to understand the factors that affect customer purchase decisions. The growth in the number of pharmacies encourages increased business competition, so pharmacies need to optimize marketing strategies to retain customers and improve purchasing decisions including Kimia Farma Apotek

Kimia Farma has an important position as one of the pharmaceutical networks that has been growing for a long time in Indonesia. Kimia Farma is the first pharmaceutical company in Indonesia which was established in 1817 during the Dutch East Indies Government. Currently, Kimia Farma Apotek offers integrated health services through health clinics, clinical laboratories, optics, and pharmacy networks spread across various regions of Indonesia with the concept of *One Stop Health Care Solution* (OSHcS). The service concept aims to facilitate public access to quality health services, including meeting the needs of health products and supplements at Kimia Farma Rama Palembang Pharmacy (Kimia Farma, 2024).

This research focuses on supplement products of the Naturelene, Seaquill, Radiant, Nutrimax, and Golden Coral brands which dominate supplement sales at Kimia Farma Rama Palembang Pharmacy. In 2024, supplement sales will reach 6,279 bottles with a value of IDR 1.48 billion, then increase in 2025 to 8,883 bottles with a value of IDR 2.14 billion. This increase shows an increase in sales volume of 41.5% and sales value of 44.6% compared to the previous year.

Purchasing decisions are the actions of consumers in making choices to buy a product (Syifauddin et al., 2023). Kotler and Keller, the purchase decision involves choosing between several alternative actions or behaviors. This process is influenced by several stages, namely problem identification, information search, alternative evaluation, purchase decisions, and post-purchase behavior (Yazid & Hidayat, 2020). The decision to purchase supplements at Pharmacy Kimia Farma Rama Palembang is influenced by several factors, namely: 1) *Personal Selling* that reflect the pharmacist's ability to explain, assist, and build relationships with consumers; 2) the quality of service as seen from the reliability, responsiveness, assurance, empathy, and physical evidence of service; and 3) price perception assessed from affordability, competitiveness, conformity with quality, and product benefits.

When purchasing supplements, customers often need additional information before deciding to buy. This is because supplements are related to health benefits, suitability for body needs, safety of use, brand, price, and product quality. Therefore, *Personal Selling* being an important factor in helping customers understand the products offered. Pharmacists who are able to explain the benefits, content, how to use, and suitability of supplements to customer needs can increase customer confidence to buy. Hendra & Nainggolan (2020) shows that *Personal Selling* has a positive and significant effect on sales volume. Similar findings were also pointed out by Fatriona et al. (2025), that *Personal Selling* has a significant effect on the decision to purchase products at Kimia Farma Pharmacy.

In addition to *Personal Selling*, service quality is also a factor that needs to be considered in the purchase decision of pharmacy customers. Service that is fast, friendly, clear, professional, and able to provide a sense of comfort can form a positive experience for customers. Good service quality will make customers feel valued and trust the pharmacy more. Yazid & Hidayat (2020) explains that the quality of service has a relationship with the purchase decision at the pharmacy, although price is not always the dominant factor. The findings show that customers of health products not only consider the price, but also pay attention to the service, ease of obtaining information, and the benefits of the products received.

Another factor that also influences purchasing decisions is price perception. Consumers not only judge prices based on the cheapness or affordability of a product, but also judge whether they are in accordance with the quality, benefits, brand, and value received. In supplement products, price perception becomes important because customers often compare the benefits of the product with the costs incurred. Mirawanti et al. (2025) found that price perception has a significant effect on purchasing decisions in modern retail pharmacies. This suggests that prices that are considered reasonable, competitive, and commensurate with the benefits of the product can encourage customers to make a purchase.

Several previous studies have discussed the factors that influence the purchase of health products and supplements. Saputra et al. (2022) examined the purchase decision of Omega 3 supplements at Jambi City pharmacies and found that marketing factors play a role in shaping brand image which has an impact on purchase decisions. Umar et al. (2026) shows that consumer knowledge, attitudes, and actions have a positive and significant effect on purchase decisions and customer loyalty of supplements in pharmacies. These studies show that the decision to purchase supplements is influenced by various factors, both in terms of product, price, service, information, and consumer behavior.

However, studies that specifically analyze the influence of *personal selling*, service quality, and price perception on supplement purchase decisions at Kimia Farma Rama Palembang Pharmacy are still limited. These three variables are factors that can be controlled and improved directly by pharmacy management. *Personal selling* can be strengthened through communication skills and mastery of product information by pharmacists. The quality of service can be improved through clear and consistent service standards. Price perception can be built through reasonable pricing and providing information about the benefits and advantages of the product.

This study aims to analyze the influence of *personal selling*, service quality, and price perception on supplement purchase decisions at Kimia Farma Rama Palembang Pharmacy, both partially and simultaneously. The results of this study are expected to contribute to the development of pharmacy marketing strategies, especially in improving supplement purchase decisions through

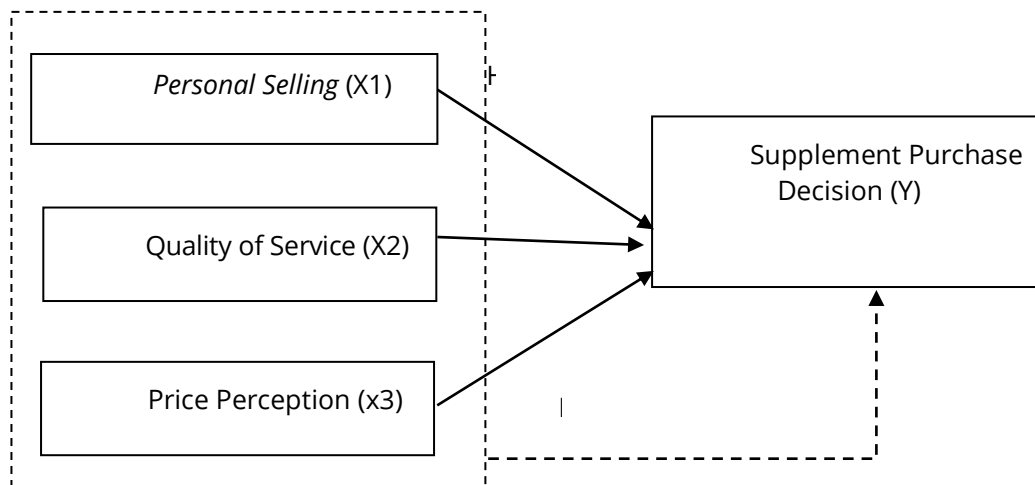
strengthening communication between pharmacists, improving service quality, and managing price perception more appropriately.

Based on the research objectives and the framework of thought that has been described, the relationship between variables in this study is formulated into the following hypothesis:

- H1: There is an influence *Personal Selling* on the decision to purchase supplements at the Kimia Farma Rama Palembang Pharmacy.
- H2: There is an influence of service quality on the decision to purchase supplements at Kimia Farma Rama Palembang Pharmacy.
- H3: There is an influence of price perception on the decision to purchase supplements at Kimia Farma Rama Palembang Pharmacy.
- H4: There is an influence *Personal Selling*, Service Quality and Price Perception simultaneously affect the decision to purchase supplements at Pharmacy Kimia Farma Rama Palembang.

Model Framework

Figure 1. Research Model Framework



RESEARCH METHODS

This study uses a quantitative approach to analyze the influence of *personal selling*, service quality, and price perception on supplement purchase decisions. The research was carried out at the Kimia Farma Rama Palembang Pharmacy which is located at Jl. Kapten A. Rivai No. 1384A, 26 Ilir, Bukit Kecil District, Palembang City, South Sumatra. The respondents of the study were 296 consumers who had bought Naturelene, Seaquill, Radiant, Nutrimax, and Golden Coral brand supplement products at Kimia Farma Rama Palembang Pharmacy. The sampling technique uses non-probability sampling with a *purposive sampling approach*, which is the selection of respondents based on criteria that are in accordance with the research objectives.

Data is collected through questionnaires distributed online using Google Forms. Each statement in the questionnaire was measured using a Likert scale of 1–5, ranging from strongly disagree to strongly agree. The data obtained from the respondents were then processed using the SPSS version 26 program. Data analysis was carried out through validity tests, reliability tests, and multiple linear regressions to determine the influence of each independent variable, either partially or simultaneously, on the decision to purchase supplements.

Table 1. Research Variables and Indicators

No.	Variable	Indicator
1	Purchase Decision (Y)	As desired
		Stability to buy
		Like the brand
		Recommendations from others
2	<i>Personal selling</i> (X1)	Salesmanship
		Negotiating
		Relationship marketing

3	Quality of Service (X2)	Reliability
		Responsiveness
		Insurance
		Empathy
		Tangible
4	Price Perception (x3)	Price Affordability
		Price Competitiveness
		Price according to quality
		Pricing according to benefits

RESULTS

Respondent Characteristics

The characteristics of the respondents were statistically analyzed to determine the consumer specifications of supplement products at the Pharmacy Kimia Farma Rama involved in this quantitative study. The results of the analysis of respondent characteristics are presented in the following Table 2.

Table 2. Respondent Characteristics

Respondent Characteristics	Categories	Frequency	Percentage (%)
Gender	Male	128	43,2
	Women	168	56,8
	Total	296	100,0
Age	17–27 years old	45	15,2
	28–38 years old	172	58,1
	39–49 years old	68	23,0
	≥ 50 years old	11	3,7
	Total	296	100,0
Final Education	High School/High School	46	15,5
	Diploma/S1	230	77,7
	S2/S3	20	6,8
	Total	296	100,0
Jobs	ASN/TNI-Polri/BUMN	112	37,8
	Private Employees	119	40,2
	Entrepreneurship	7	2,4
	Professional Workers	9	3,0
	Miscellaneous	49	16,6
	Total	296	100,0
Average Income	Below IDR 4.1 million	80	27,0
	IDR 4.2 million to IDR9 million	187	63,2
	Above IDR 9 million	29	9,8
	Total	296	100,0

Research data shows that the majority of consumers of supplement products at Pharmatek Kimia Farma Rama are women. The dominance of female respondents showed that this group was more represented in the study and provided an assessment of the decision to purchase supplements at Pharmacy Kimia Farma Rama Palembang. Further analysis showed that the age group that bought the most of these supplement products was respondents aged 28–38 years, which accounted for 58.1% of the total respondents. This reflects that consumers in this age range have a higher level of health awareness and more often experience conditions that require the use of supplement products.

Based on the level of education, the majority of respondents have Diploma/S1 education as many as 230 people or 77.7% of the total respondents. This shows that most of the respondents have a fairly high level of education.

Based on the type of job, respondents were dominated by private employees as many as 119 people (40.2%), followed by ASN/TNI-Polri/BUMN as many as 112 people (37.8%). Other categories include others as many as 49 people (16.6%), professional workers 9 people (3.0%), and entrepreneurs 7 people (2.4%). This shows that the majority of respondents come from the formal employment sector.

Based on income, the majority of respondents have an income of IDR 4.2 million to IDR 4.2 million. IDR 9 million as many as 187 people (63.2%). This shows that most respondents are in the middle-income group, with a relatively sufficient income range to consider purchasing supplement products at pharmacies.

Hypothesis Testing

Table 3. Multiple Linear Regression Test Results

Models	Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
1	(Constant)	3,339	0,908	–	3,677	0,000
	Personal selling	0,658	0,060	0,445	11,050	0,000
	Quality of Service	0,540	0,064	0,357	8,443	0,000
	Price Perception	0,281	0,056	0,190	5,016	0,000

Remarks: Dependent variable = Purchase Decision.

Table 4. F Test Results

Models	Sum of Squares	df	Mean Square	F	Sig.
Regression	3.872,880	3	1.290,960	416,252	0,000
Residual	905,606	292	3,101	–	–
Total	4.778,486	295	–	–	–

Remarks: Dependent variable = Purchase Decision. Predictor = Personal selling, Service Quality, and Price Perception.

Table 5. Determination Coefficient Test Results

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,900	0,810	0,809	1,761

Description: Predictor = Personal selling, Service Quality, and Price Perception; Dependent variable = Purchase Decision.

The intervariable relationship model, with the aim of identifying the factors that affect the dependent variables, is described through multiple linear regression analysis tests. This analysis also allows researchers to provide quantitative information regarding how much changes in dependent variables if there is a change in one unit in independent variables. More specifically, the hypothesis is proven through the t and F tests as described below.

H1: *Personal selling* has a positive and significant effect on the purchase decision of supplements.

It is known that the *personal selling variable* (X1) has a calculated t value of 11.050 > t of the table of 1.968 and is significant at 0.000 < 0.05 points, so it can be concluded that H1 is accepted. The *personal selling variable* (X1) partially had a positive and significant effect on the Supplement Purchase Decision variable (Y).

H2: The quality of service has a positive and significant effect on the decision to purchase supplements.

It is known that the Service Quality variable (X2) has a calculated t value of 8.443 > t table 1.968 and is significant at 0.000 points < 0.05, so it can be concluded that H2 is accepted. The Service Quality variable (X2) partially had a positive and significant effect on the Supplement Purchase Decision variable (Y).

H3: Price perception has a positive and significant effect on the decision to purchase supplements.

It is known that the Price Perception variable (X3) has a calculated t value of 5.016 > t of the table of 1.968 and is significant at 0.000 < 0.05 points, so it can be concluded that H3 is accepted. The Price Perception variable (X3) partially had a positive and significant effect on the Supplement Purchase Decision variable (Y).

H4: *Personal selling*, service quality, and price perception have a positive and significant effect simultaneously on supplement purchase decisions.

Based on Table 4, the test results showed an F value of 416.252 with a significance of 0.000 (< 0.05), so that the regression model was declared significant. This shows that *Personal selling*, Service Quality, and Price Perception together have a significant effect on Purchase Decisions. Thus, the H4 hypothesis which states that there is a simultaneous influence between *personal selling*, Service Quality, and Price Perception on the decision to purchase supplements at Kimia Farma Rama Palembang Pharmacy is accepted.

It is also found in Table 5, the value of the determination coefficient of this study is 0.810, which means that 81.0% of the variation in supplement purchase decisions at Pharmacy Kimia Farma Rama Palembang can be explained by the variables of *personal selling*, Service Quality, and Price Perception. The remaining 19.0% was explained by other variables outside the research model. This shows that the model has a very strong ability to explain dependent variables.

DISCUSSION

The Influence of *Personal Selling* on Supplement Purchase Decisions at Kimia Farma Rama Palembang Pharmacy

The results of the study show that *personal selling* has a positive and significant effect on the decision to purchase supplements at Kimia Farma Rama Pharmacy Palembang. This is evidenced by the value of the regression coefficient of 0.658, the value of t calculated 11.050 is greater than the t of the table of 1.968, and the significance value of 0.000 is smaller than 0.05. The standardized beta value of 0.445 also shows that *personal selling* is the most dominant variable compared to service quality and price perception. Thus, the better the implementation of *personal selling* by pharmacists, the higher the tendency of customers to decide to buy supplements.

Dominance *Personal Selling* This is understandable because supplements are health products that often require explanation before purchase. Consumers do not always understand the content, benefits, how to use, brand differences, or the suitability of supplements to their needs. In such situations, pharmacists not only play the role of salespeople, but also as informants who help customers assess the benefits of the product. These findings are in line with the concept *Personal Selling* which emphasizes direct communication, information delivery, confidence building, and encouragement to make a purchase (Kotler & Armstrong, 2021).

These results are corroborated by research Fatriona et al. (2025) which shows that *Personal Selling* has a significant effect on the decision to purchase pharmaceutical products at Pharmatek Kimia Farma Manyar Gresik. The same findings are also seen in Wijaya et al. (2024), namely *Personal Selling* has a positive and significant effect on consumer purchase decisions. In addition, Hendra & Nainggolan (2020) explains that *Personal Selling* Effective sales volume can increase sales volume because face-to-face communication allows sellers to provide information, answer objections, and speed up consumer purchase responses.

The communication role of pharmacists in the sale of supplement products is increasingly important because consumers tend to seek information from sources that are considered credible. Samarra et al. (2024) stated that multivitamin consumers get a lot of information from professionals, friends, and relatives, and consider information and packaging labels as important things in purchases. Janzik et al. (2025) It also shows that dietary supplement users have diverse motivation, informational behaviors, benefit perceptions, and risk assessments. Therefore, pharmacists in pharmacies need to be able to provide clear, credible, and not exaggerated explanations so that purchase decisions are formed rationally.

In addition to the source of information obtained from professionals, the way of conveying messages about the benefits of products also plays a role in shaping consumer interest and confidence. Lu et al. (2025) Shows that innovative advertising language styles on nutrition products can influence consumer purchase intentions. The findings are relevant to *Personal Selling* Because pharmacists need to convey supplement information in clear, attractive, easy-to-understand, and still in accordance with customer needs. Thus, communication in *Personal Selling* Not only does it serve to offer the product, but it also helps customers understand the value of the benefits of the supplement before making a purchase decision.

These findings are also in line with Umar et al. (2026) which emphasizes that improving product education, stock availability, and service quality oriented to personal relationships are important factors in strengthening the purchase and loyalty of supplement customers. Thus, *Personal Selling* at Pharmatek Kimia Farma Rama Palembang needs to be directed to a consultative approach, namely exploring customer needs, explaining the benefits of the product simply, providing appropriate choices, and keeping the bidding process from appearing forceful. This strategy is important because stronger supplement purchase decisions are formed when customers feel helped, not just offered a product.

The Effect of Service Quality on Supplement Purchase Decisions at Kimia Farma Rama Palembang Pharmacy

The results of the study show that the quality of service has a positive and significant effect on the decision to purchase supplements at Kimia Farma Rama Pharmacy Palembang. This is evidenced by the value of the regression coefficient of 0.540, the value of *t* calculated 8.443 is greater than the *t* of the table of 1.968, and the significance value of 0.000 is smaller than 0.05. A standardized beta value of 0.357 shows that service quality is the variable with the second largest influence after *personal selling*. This means that the better the quality of service that customers feel, the higher the decision to purchase supplements.

The quality of services in this study is measured through the dimensions of reliability, responsiveness, assurance, empathy, and tangibles. Reliability is related to the ability of pharmacies to meet customer needs for supplement products reliably. Responsiveness is related to the speed and agility of pharmaceutical personnel in responding to customer needs. Assurance is concerned with ensuring the quality, authenticity, and safety of products. Empathy is related to attention to customer needs. Tangibles are related to product arrangement, cleanliness, neatness, and comfort of pharmacy facilities. These five dimensions form a service experience that can strengthen customer confidence when buying health products.

In the purchase of supplements, the quality of service becomes important because customers not only judge the product in terms of price or brand, but also from the experience while in the pharmacy. Fast, clear, friendly, and professional service can reduce customers' doubts about the products purchased. Conversely, slow, unresponsive, or less informative service can reduce customer trust even if the products available are of good quality. Therefore, the quality of service serves as the basis for trust and convenience in the process of purchasing supplements.

The results of this study are in line with Yazid & Hidayat (2020) which shows that the quality of service has a strong enough influence on the purchase decision at Apotek K-24 Gajah Mada Yogyakarta. Research Syifaiddin et al. (2023) It also shows that the people and process elements in the marketing mix affect the purchase decisions of pharmacy customers. This is relevant to this research because pharmacists, service processes, and customer experience are important parts of service quality in pharmacies.

These findings are also reinforced by Wijaya et al. (2024) which states that the quality of service has a positive and significant effect on the purchase decision. Silviana et al. (2025) It was also found that service quality is one of the variables that have a positive and significant effect on consumer purchase decisions.

The quality of service also supports the effectiveness of *personal selling*. Pharmacists' explanations will be easier to accept if customers feel well served. In other words, *personal selling* can be more effective when it is carried out in a responsive, neat, comfortable, and trustworthy service environment. Therefore, Pharmacy Kimia Farma Rama Palembang needs to maintain service quality through consistent service standards, increasing the responsiveness of pharmacists, strengthening product authenticity assurance, and arranging supplement areas to make it easier for customers to find.

The Effect of Price Perception on Supplement Purchase Decisions at Kimia Farma Rama Palembang Pharmacy

The results of the study show that price perception has a positive and significant effect on the decision to purchase supplements at Kimia Farma Rama Pharmacy Palembang. This is evidenced by the value of the regression coefficient of 0.281, the value of *t* calculated 5.016 is greater than the *t* of the table of 1.968, and the significance value of 0.000 is smaller than 0.05. A standardized beta value of 0.190 indicates that price perception has the least influence on *personal selling* and service quality, but still has a significant role in shaping purchasing decisions.

These findings suggest that customers consider price, but price is not the only major factor in purchasing supplements. Consumers not only look at the price or cheapness, but also assess whether the price is affordable, competitive, in accordance with quality, and comparable to the benefits received. In the purchase of supplements, price perceptions are often formed after the customer understands the benefits of the product, the quality of the brand, the safety of the product, and the recommendations of the pharmacist. Therefore, the same price can be perceived differently by different customers, depending on purchasing power, purchasing experience, product knowledge, and perceived benefit value.

These results are in line with Mirawanti et al. (2025) which shows that price perception has a significant effect on purchasing decisions in modern retail pharmacies. The study also shows that price perception has an important contribution in explaining purchasing decisions at pharmacies. Findings Saputra et al. (2022) Supplement products also show that price is part of the marketing mix that has a positive and significant effect on the brand image, which then has an impact on the decision to purchase supplements.

Other research also reinforces the importance of price perception. Silviana et al. (2025) found that price perception has a positive and significant effect on consumer purchasing decisions. Putra et al. (2022) explains that price perception is a factor that can influence interest and purchase decisions because consumers judge the fairness of prices based on the benefits received. Wiryawan & Saputra (2025) It even found that price became the most significant decision driver in consumers of immunity supplements in urban pharmacies.

The effect of lower price perception compared to *Personal Selling* and the quality of service shows that the pricing strategy is not enough to stand alone. Customers will find it easier to accept the price of supplements if pharmacists are able to explain the benefits, quality, safety, and suitability of products to customer needs. Findings Yang et al. (2025) emphasizing that transparent label information on dietary supplements can help consumers make purchasing decisions that are more in line with their health conditions. This is relevant to price perception because clarity of information can help customers understand the value of the product being paid.

Thus, the management of price perception needs to be done in two ways. First, pharmacies need to keep prices reasonable and competitive compared to similar products. Second, pharmacies need to strengthen product value communication through explanations of the benefits, quality, safety, and authenticity of supplements. This strategy will make customers not only see the price as a cost, but as a value that is proportional to the health benefits obtained.

The Influence of *Personal Selling*, Service Quality, and Price Perception on Supplement Purchase Decisions at Pharmacy Kimia Farma Rama Palembang

The results of the study show that *personal selling*, service quality, and price perception simultaneously have a positive and significant effect on the decision to purchase supplements at Kimia Farma Rama Palembang Pharmacy. This is evidenced by the F-value of 416.252 and the significance value of 0.000 is less than 0.05. The R-Square value of 0.810 indicates that 81.0% of the variation in supplement purchase decisions can be explained by *personal selling*, quality of service, and price perception, while the remaining 19.0% is explained by other variables outside the research model. This value shows that the research model has a strong explanatory ability.

Simultaneously, the three variables complement each other. *Personal selling* provides information and a confidence boost to customers. The quality of service creates a sense of comfort, security, and trust during the purchase process. Price perception helps customers assess whether the cost incurred is proportional to the quality and benefits of the supplement obtained. The combination of all three is important because supplement purchase decisions occur not only because customers see the product on the shelf, but also because customers receive information, feel the service, and value the price as part of the product's value.

These findings are in line with Syifaiddin et al. (2023) which shows that the marketing mix, especially products, prices, people, and processes, has a significant effect on the purchase decisions of pharmacy customers. Research Mirawanti et al. (2025) It also shows that modern pharmacy retail factors such as display and price perception can inform purchasing decisions. Meanwhile, Umar et al. (2026) emphasizing that consumer knowledge, attitudes, and actions affect purchase decisions and customer loyalty of supplements, so product education, stock availability, and services oriented to personal relationships are important factors in retaining customers.

These simultaneous results are also supported by research Samarra et al. (2024) which shows that multivitamin consumers still have the habit of buying and consuming multivitamins, with pharmacies and e-commerce as important purchasing channels. Sources of information from professionals, friends, and relatives are also part of the consumer consideration process. Bayır et al.

(2024) Explain that health awareness, product safety knowledge, and consumer attitudes play a role in shaping behavioral intentions towards food supplements. Thus, the decision to purchase supplements needs to be understood as a process that involves information, trust, service experience, and product value assessment.

Personal selling has the strongest influence, followed by service quality and price perception. This sequence provides practical implications that the strategic priorities of Apotek Kimia Farma Rama Palembang should start from strengthening the ability of pharmacists to offer, explain, and recommend supplements ethically. After that, pharmacies need to ensure that the quality of service remains consistent and prices are perceived as reasonable. This strategy is more appropriate than simply lowering the price because supplement customers need confidence in the benefits, safety, and suitability of the product.

Thus, *personal selling*, service quality, and price perception need to be managed in an integrated manner. Pharmacists must be able to explore customer needs, explain products clearly, and provide appropriate recommendations. Service quality needs to be maintained through fast, friendly, empathetic service, and genuine and safe product guarantees. Price perception needs to be strengthened with competitive pricing and easy-to-understand communication of benefits. If these three aspects go together, the decision to purchase supplements at Pharmatek Kimia Farma Rama Palembang will be stronger and has the potential to encourage repurchase and customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of the study on the influence of *personal selling*, service quality, and price perception on the decision to purchase supplements at Pharmacy Kimia Farma Rama Palembang, the following conclusions can be drawn:

1. *Personal selling*, service quality, and price perception have a positive and significant effect simultaneously on the decision to purchase supplements at Pharmacy Kimia Farma Rama Palembang.
2. *Personal selling* has a positive and significant effect on the decision to purchase supplements at Kimia Farma Rama Pharmacy Palembang.
3. The quality of service has a positive and significant effect on the decision to purchase supplements at Kimia Farma Rama Palembang Pharmacy.
4. Price perception has a positive and significant effect on the decision to purchase supplements at Pharmatek Kimia Farma Rama Palembang.

Suggestions

Researchers are further advised to develop this study by adding other variables that have the potential to influence purchasing decisions, such as brand image, promotion, product quality, customer satisfaction, consumer trust, and Google My Business ratings. In addition, the next study is suggested to expand the research object to all Kimia Farma Pharmacies in the South Sumatra region so that the results of the research not only describe the conditions at the Kimia Farma Rama Palembang Pharmacy, but can also provide a broader picture of the factors that influence the decision to purchase supplements in the Kimia Farma Pharmacy network in South Sumatra.

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