

ABSTRACT

Increasing number of pharmacies, both locally and nationally, over the years has led to increased competition in the pharmaceutical business. In Indonesia, there are several national pharmacy brands that dominate the pharmacy competition, one of which is Apotek K-24. From 2019 to 2023, Apotek K-24's statistics on Google Trends tend to experience an increase that is not good enough compared to several other national pharmacy brands. In addition to the poor statistics, there are several negative reviews on Google Maps for some Apotek K-24 in Semarang City.

In addition to this phenomenon, there is inconsistency in research between price perception, brand image, and service quality on brand loyalty in previous studies. Therefore, based on these phenomena and research gaps, this study aims to overcome the gaps between price perception, brand image, and service quality on brand loyalty at Apotek K-24 in Semarang City, which is mediated by customer satisfaction. The concepts developed in the research framework between price perception, brand image, service quality, customer satisfaction, and brand loyalty are based on theories and research that have been conducted in the past. The data in this study was obtained by distributing questionnaires containing closed-ended questions online and obtained 150 respondents. The criteria for respondents in this study were consumers who had made a minimum purchase of 1 time at Apotek K-24 in Semarang City. The results of the data collection of this research questionnaire were then analyzed using quantitative and structural techniques with the Structural Equation Modeling (SEM) analysis method using the Analysis Moment of Structural (AMOS) 24 software.

The results of this study can prove that price perception, brand image, and service quality can strengthen customer satisfaction with a positive and significant influence. In addition, price perception, brand image, and service quality can also strengthen brand loyalty with a positive and significant influence. However, there is a hypothesis that is rejected because customer satisfaction and brand loyalty have a negative and insignificant effect. The managerial implications that can be used by Apotek K-24 are to apply this research in considering the policies and management of the Apotek K-24 company in Semarang in the future.

Keyword: *Perceived Price, Brand Image, Service Quality, Customer Satisfaction, Brand Loyalty.*