



INTISARI

Sektor farmasi mengalami pertumbuhan pesat di Indonesia, terutama dengan peningkatan jumlah apotek. Hal tersebut sejalan dengan meningkatnya persaingan antar pelaku usaha apotek, sehingga diperlukan strategi pemasaran yang efektif. Salah satu aspek dalam strategi pemasaran adalah pemosisian merek. Meskipun demikian, penelitian mengenai pemosisian merek dalam industri farmasi Indonesia masih terbatas. Oleh karena itu, penelitian ini bertujuan menganalisis perbedaan posisi dimensi *differentiation*, *favorability*, dan *credibility* dalam pemosisian merek antara apotek Kimia Farma dan K-24, serta menganalisis perbedaan dimensi tersebut di antara keduanya.

Penelitian ini menggunakan desain penelitian kuantitatif. Pengambilan data dilakukan secara tidak langsung (*online*) dengan menggunakan *self-administered questionnaire* berbasis *website*. Jumlah sampel yang digunakan untuk pengumpulan data dalam penelitian ini sebanyak 385 sampel yang mengenal dan pernah melakukan pembelian atau kunjungan ke suatu merek apotek. Hasil uji validitas dan reliabilitas kuesioner menunjukkan bahwa kuesioner valid dan reliabel untuk digunakan sebagai instrumen penelitian. Analisis data yang dilakukan berupa analisis deskriptif, analisis Kruskal-Wallis, dan analisis Mann-Whitney U.

Hasil analisis yang dilakukan terhadap dimensi *differentiation*, *favorability*, dan *credibility* menunjukkan bahwa terdapat perbedaan posisi antar ketiga dimensi pada pemosisian merek apotek Kimia Farma dan K-24 ($p < 0,05$). Hasil analisis dimensi pemosisian merek di antara kedua merek apotek menunjukkan adanya perbedaan pada dimensi *favorability* ($p < 0,05$), sementara itu tidak terdapat perbedaan pada dimensi *differentiation* ($p > 0,05$) dan *credibility* ($p > 0,05$).

Kata kunci: pemosisian merek, perspektif konsumen, apotek



ABSTRACT

Indonesia's pharmaceutical sector has expanded quickly, particularly given the rise in the country's pharmacy numbers. That phenomenon was in line with the increase of competition between the pharmacy's owners that leads to the necessity of effective marketing strategy. One of the aspects of marketing strategy is brand positioning. Nonetheless, there has not been much research done on how well brand positioning works in Indonesia's pharmaceutical sectors. Thus, this research aimed to undercover two issues. The first one was to analyze the difference between dimension of differentiation, favorability, and credibility in the brand positioning between Kimia Farma and K-24. The second purpose was to analyze the difference of those dimensions between Kimia Farma and K-24.

This research uses a quantitative research design. Data collection was done indirectly (online) using a self-administered questionnaire based on a website. The sample size used for data collection in this study was 385 samples who are familiar with and have made purchases or visits to a pharmacy brand. The results of the questionnaire's validity and reliability test indicate that the questionnaire is valid and reliable for use as a research instrument. Data analysis conducted includes descriptive analysis, Kruskal-Wallis analysis, and Mann-Whitney U analysis.

The findings showed that there was a difference between three dimensions in Kimia Farma's and K-24's brand positioning effectivities which was about $p < 0,05$. Moreover, the result of brand positioning dimensions showed the differentiation between two pharmacies in dimension of favorability ($p < 0,05$). On the contrary, there was no differentiation in dimension of differentiation ($p > 0,05$) and credibility ($p > 0,05$).

Key words: brand positioning, consumer perspective, pharmacy