

Exploring Customer Satisfaction in Addition Apotek Services in Banjarbaru: The Role of Product Involvement, Brand Familiarity, and Consumer Attitudes

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ABSTRACT

Customer satisfaction is a condition where customers feel satisfied or happy with the products or services they receive from a company. Improving customer satisfaction services, especially in pharmaceutical businesses such as pharmacies, does not escape the role of product involvement. Apart from the factors related to the products being sold, brand familiarity factors can also provide customer satisfaction when shopping. Apart from these two factors, there is a factor that is no less important, namely consumer attitudes. The phenomenon of consumer attitudes plays an important role in influencing customer satisfaction. This research aims to analyze and test the influence of product involvement, brand familiarity, and consumer attitudes on customer satisfaction. In achieving this goal, this research applies descriptive statistical analysis methods using SEM techniques with the help of SmartPLS software. Based on the results of the analysis, it can be concluded that the three independent variables, namely Product Involvement, Brand Familiarity, and Consumer Attitudes, have a significant and positive influence on Customer Satisfaction[A1]. This research contributes to developing effective customer satisfaction strategies in pharmaceutical retail, providing insights for pharmacy management to optimize service quality through enhanced product involvement, strengthened brand recognition, and positive consumer attitude formation, ultimately supporting sustainable business growth and competitive advantage in the healthcare sector.

KEYWORDS *Product Involvement, Brand Familiarity, Consumer Attitudes, Customer Satisfaction*



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INTRODUCTION

Customer satisfaction is a condition where customers feel satisfied or happy with the products or services they receive from a company. This is the result of a comparison between customer expectations before purchasing and their experience after using the product or service. Customer satisfaction can be measured through various methods, such as surveys, interviews, or feedback analysis, and is often expressed in the form of a scale or index (Wilson, 2002). The influence of customer satisfaction in a business is very significant. First, satisfied customers tend to become loyal customers. They are more likely to make repeat purchases and recommend products or services to others, which can increase a company's market share and revenue. Conversely, dissatisfied customers can turn to competitors and spread negative reviews, which can damage the company's reputation (Abdulsalam & Dahana, 2021). Customer satisfaction also contributes to increased profitability. Satisfied customers not only make purchases more frequently, but they also tend to be willing to pay more for products or services they perceive as high quality (Kaya, et al., 2019).

Additionally, companies that have high levels of customer satisfaction can often reduce marketing costs, because satisfied customers serve as effective brand ambassadors. In today's digital era, where information can be easily accessed and shared, customer satisfaction is more important than ever. Online reviews and social media can

influence potential customers' purchasing decisions (Bian & Moutinho, 2011). Therefore, companies must actively manage customer experience and strive to increase their satisfaction through quality service, good communication, and responsiveness to feedback. Overall, customer satisfaction is the key to the long-term success of a business, because it contributes to a company's loyalty, reputation and profitability (Abdulsalam & Dahana, 2021).

The current phenomenon of customer satisfaction is greatly influenced by technological advances and changes in consumer behavior. Customers now prioritize personal and responsive experiences, as well as high service quality. Data shows that 70% of customers prefer brands that provide consistent experiences across various platforms (Dewi & Negoro, 2024). Changes in customer satisfaction can also be seen from increasing expectations for service speed and efficiency. Surveys show that 80% of customers expect a response in less than an hour to customer service inquiries. In addition, customer loyalty is increasingly influenced by positive interactions on social media, where 54% of consumers are more likely to recommend a brand after a positive experience (Maulana, 2024). Thus, companies must continue to adapt and innovate to meet evolving customer expectations. The current phenomenon of customer satisfaction shows that customers are increasingly critical and selective in choosing products and services. With easy access to information via the internet, customers can quickly compare various options and read reviews from other users. Data shows that 75% of customers are more likely to buy a product after reading positive reviews, which shows the importance of online reputation for companies (Maulana, 2024).

Changes in customer satisfaction can also be seen from increased attention to sustainability and corporate social responsibility. Surveys show that 65% of consumers prefer brands that are committed to environmentally friendly practices (Yunpeng & Khan, 2023). This shows that company values can influence purchasing decisions and customer satisfaction levels. Additionally, seamless customer experience across multiple channels is also an important factor. Data shows that 85% of customers expect an integrated experience between online and offline. Dissatisfaction can arise if there is a mismatch between the expected and received experiences (Prabandaru & Ahmadi, 2025). Therefore, companies need to ensure that all points of contact with customers provide a positive and consistent experience. In this context, companies that are able to adapt to these changes and understand customer needs and expectations will have a competitive advantage. By leveraging data and analytics to improve customer experience, companies can significantly increase customer satisfaction and loyalty. Increasing customer loyalty is not only carried out by large companies operating in the fashion, culinary and service sectors. However, all kinds of companies, such as those operating in the pharmaceutical and medicine sectors, such as pharmacies, also need to pay attention to the level of customer satisfaction.

The phenomenon of customer satisfaction in Banjarbaru pharmacies reflects the importance of service quality and speed in meeting customer needs. Based on research conducted at several pharmacies, such as La Tansa Pharmacy and Bima Pharmacy, it was

found that around 80% of customers were satisfied with the services provided. This shows that good service contributes significantly to customer satisfaction. Quantitative data shows that 75% of respondents want fast service and adequate product availability (Sa'diyah, et al., n.d.). Today's customers are increasingly selective and expect high standards from pharmacies, including speed of service and product quality. Apart from that, another factor that influences satisfaction is the friendly and professional interaction of pharmacy staff, which can improve the overall customer experience (Laksmidewi, 2024). In the context of intense competition, pharmacies in Banjarbaru need to continue to adapt to customer needs and expectations. Improving service quality, such as staff training and efficient stock management, is an important step to maintain and increase customer satisfaction. By meeting these expectations, pharmacies can not only increase customer loyalty but also create a good reputation in the community. Overall, the phenomenon of customer satisfaction in Banjarbaru pharmacies shows that attention to service quality and responsiveness to customer needs are the keys to achieving high satisfaction. Pharmacies that are able to meet these expectations will have more opportunities to develop and survive in a competitive industry (Laksmidewi, 2024).

Improving customer satisfaction services, especially in pharmaceutical businesses such as pharmacies, does not escape the role of product involvement. The phenomenon of product involvement refers to the level of involvement or attention a consumer gives to a product when making a purchasing decision. This level of involvement can vary, ranging from low to high, depending on factors such as product value, complexity, and personal relevance (Dewi & Nugroho, 2024). When consumers have a high level of engagement, they tend to conduct more in-depth research, compare different options, and consider various aspects before making a decision. High product involvement often correlates with higher customer satisfaction. Consumers who are actively involved in the purchasing process tend to have clearer and more realistic expectations. After using the product, they are better able to evaluate whether the product meets their expectations. If the product meets or even exceeds expectations, the level of customer satisfaction will increase (Manoj & Mahesh, 2022). Conversely, if product involvement is low, consumers may not do enough research, which can lead to dissatisfaction if the product does not meet expectations. Therefore, companies need to understand the level of product involvement in their market segments and strive to improve customer experience through clear and relevant information, thereby increasing overall customer satisfaction.

Product involvement in the context of pharmacy services in Banjarbaru has a big influence on customer satisfaction. When customers have high involvement with pharmacy products and services, they tend to pay more attention to the quality of drugs, the reliability of information, and the services provided. This encourages them to do more in-depth research about the products they need, such as comparing prices and drug quality. Customers who are actively involved in the purchasing process will have clearer expectations (Kaya, et al., 2019). If the pharmacy is able to meet or even exceed these expectations, customer satisfaction will increase. Conversely, if involvement is low, customers may not carry out sufficient evaluation, which can result in dissatisfaction if

the service or product does not meet expectations (Laksmidewi, 2024). Therefore, pharmacies in Banjarbaru need to increase customer involvement through education and effective communication, so as to increase customer satisfaction and loyalty.

Apart from the factors related to the products being sold, brand familiarity factors can also provide customer satisfaction when shopping. The phenomenon of brand familiarity refers to the extent to which consumers know and feel comfortable with a brand. This level of familiarity can significantly influence customer satisfaction. When customers are familiar with a brand, they tend to have higher expectations for the products or services offered (Shen, et al., 2022). This familiarity is often built through previous positive experiences, consistent advertising, and brand reputation in the market. Customers who are familiar with a particular brand are more likely to feel satisfied after making a purchase, because they already have confidence in the quality and reliability of the product (Shen, et al., 2022). If the product meets or exceeds their expectations, satisfaction will increase, and they are more likely to become loyal customers. On the other hand, if their experience does not match the expectations established by the brand, this can lead to dissatisfaction and potentially shift them to another brand.

Brand familiarity in the context of pharmacies in Banjarbaru plays an important role in influencing customer satisfaction. When customers are familiar with and feel comfortable with a pharmacy, they tend to have higher expectations of the services provided. This familiarity is often built through positive experiences, such as friendly service, product reliability, and availability of needed medications (Yunpeng & Khan, 2023). However, there are several problems that can arise. For example, if a pharmacy is unable to meet established expectations, such as delays in service or lack of product variety, this can lead to dissatisfaction. Apart from that, intense competition in the pharmacy sector also requires each pharmacy to continue to innovate and improve service quality in order to remain relevant in the eyes of customers. However, there are several problems that can interfere with customer satisfaction. One of them is if the pharmacy cannot meet the expectations that have been built, for example through slow service or a lack of medicine stock. This can cause customers to feel disappointed and switch to another pharmacy. Apart from that, a lack of effective communication between pharmacy employees and customers can also reduce the level of satisfaction, especially if customers feel they are not being heard or do not receive clear information about the product (Bapat, 2017). Increasingly tight competition in the pharmacy sector is also a challenge in itself. Pharmacies need to continue to innovate and improve service quality to remain attractive to customers. By building strong brand familiarity, pharmacies in Banjarbaru can increase customer satisfaction and create sustainable loyalty.

Apart from these two factors, there is a factor that is no less important, namely consumer attitudes. The phenomenon of consumer attitudes plays an important role in influencing customer satisfaction. This attitude includes consumers' perceptions, beliefs and feelings towards a product or brand, which are formed through previous experience, information received and social influence (Dewi & Negoro, 2024). When consumers have a positive attitude towards a brand, they tend to have higher expectations and are more

open to trying the product. This positive attitude can increase customer satisfaction, especially if the product or service received meets or exceeds their expectations. Conversely, if consumers have negative attitudes, for example due to previous bad experiences or negative reviews, they may feel skeptical and dissatisfied, even before trying the product (Wilson, 2002). Apart from that, consumer attitudes can also be influenced by external factors, such as advertising, recommendations from friends, or trends on social media. Therefore, companies need to understand and influence consumer attitudes through effective marketing strategies, clear communication and quality service. By building a positive attitude, companies can increase customer satisfaction and create sustainable loyalty.

Consumer attitudes towards pharmacy services in Banjarbaru greatly influence the level of customer satisfaction. Consumers who have a positive attitude, such as believing in the quality of the services and products offered, tend to feel satisfied when they receive good service. For example, if pharmacy employees are able to listen to complaints and provide adequate solutions, this will increase customer satisfaction. However, there are several problems that can arise. One of them is the lack of knowledge of pharmacy employees in explaining drugs or services, which can cause dissatisfaction (Kaya, et al., 2019). In addition, if consumers feel that the services provided do not meet expectations, such as long waiting times or lack of availability of medicines, this can cause negative attitudes and reduce satisfaction. Another influencing factor is less effective communication between pharmacies and consumers, which can result in misunderstandings (Paramita & Nugroho, 2016). Therefore, it is important for pharmacies to improve service quality and understand consumer attitudes in order to meet their expectations and overcome existing problems.

Based on this phenomenon, there are several studies that have examined the influence of product involvement, brand familiarity and consumer attitudes on customer satisfaction. Research conducted by Hinchcliff, et al. (2023) states that product involvement influences and moderates customer satisfaction. Other research conducted by Paramita & Nugroho (2014) stated that product involvement cannot influence or moderate customer satisfaction. Research conducted by Dewi & Negoro (2024) states that brand familiarity has a significant effect on customer satisfaction. However, research conducted by Yunpeng & Khan (2023) states that brand familiarity has no effect and does not mediate customer satisfaction. Research conducted by Johnson & Laksmidewi (2024) states that consumer attitudes have a direct and significant effect on customer satisfaction. However, research conducted by Maggon & Chaudhry (2018) shows a negative relationship between consumer attitudes and customer satisfaction.

This research gap shows that there is a difference and urgency to analyze the phenomenon of influence and the direction of the relationship between product involvement, brand familiarity, and consumer attitudes on customer satisfaction. The lack of previous literature makes this research have a fairly high level of novelty. The research object that has been determined is an important point of this research which aims to

analyze and test the influence between product involvement, brand familiarity, and consumer attitudes on customer satisfaction.

This research aims to analyze and test the influence between product involvement, brand familiarity, and consumer attitudes on customer satisfaction in pharmacy services in Banjarbaru. The benefits of this research include: (1) providing theoretical contributions to understanding customer satisfaction in pharmaceutical retail contexts, (2) offering practical insights for pharmacy managers to develop effective customer satisfaction strategies, (3) supporting evidence-based decision making for improving service quality in healthcare retail, and (4) contributing to the development of customer relationship management frameworks specific to pharmaceutical businesses.

METHOD

This research uses a quantitative type of research. The quantitative approach in this research uses quantitative inferential analysis, where quantitative inferential analysis aims to analyze numerical data in order to test hypotheses and draw conclusions that can be generalized to the research population. This research uses descriptive statistics. The purpose of choosing this design is to describe the factors that influence the variables studied. In this research, location selection was not carried out randomly but rather based on consideration of the unique characteristics of that location, so that it could provide data that was relevant to the research objectives. This research was conducted in Banjarbaru City with the research objects being several pharmacies available in Banjarbaru City. Population is a collection of elements that have similar characteristics and are the target of observation in a study, so that the conclusions obtained can be generalized to a larger group. This research will involve all people living in the Banjarbaru City area as a population. Because the total population in this study was more than 100, the number of samples selected was a portion of the population. The sample size was determined using the Slovin formula and 100 research samples were selected.

Determining the size of this number is appropriate as a representation of the entire population that has been determined. Based on this, the sample that will be used in this research is residents of Banjarbaru City who are over 17 years old and have purchased medicine at a Banjarbaru City pharmacy at least once. This research uses a survey method with a questionnaire as the main instrument. As a research instrument, the assessment scale used has been chosen, namely the Likert Scale: 1) Strongly Disagree (*STS*); 2) Disagree (*TS*); 3) Neutral (*N*); 4) Agree (*S*); and 5) Strongly Agree (*SS*). This research aims to test the hypothesis that there is an influence of the independent variable on the dependent variable on pharmacy services in Banjarbaru. To achieve this goal, descriptive statistical analysis will be carried out using SEM techniques with the help of SmartPLS software. SEM PLS analysis is a statistical technique used to determine the relationship between continuous variables (dependent variables) and continuous variables (independent variables).

RESULTS AND DISCUSSION

Validity Test

In this research, validity testing was carried out using the AVE measurement method. The measurement results are calculated based on the AVE value > 0.05 .

Table 1. Validity Test Results

Variable	Code Indicator	AVE	Outer Loading	Information
Product Involvement	X1.1	0.767	0.744	Valid
	X1.2		0.639	Valid
	X1.3		0.791	Valid
	X1.4		0.661	Valid
	X1.5		0.771	Valid
	X1.6		0.748	Valid
Brand Familiarity	X2.1	0.563	0.930	Valid
	X2.2		0.917	Valid
	X2.3		0.862	Valid
	X2.4		0.846	Valid
	X2.5		0.862	Valid
	X2.6		0.832	Valid
Consumer Attitude	X3.1	0.533	0.161	Valid
	X3.2		0.811	Valid
	X3.3		0.847	Valid
	X3.4		0.834	Valid
	X3.5		0.885	Valid
	X3.6		0.707	Valid
Customer Satisfaction	Y1.1	0.529	0.774	Valid
	Y1.2		0.694	Valid
	Y1.3		0.689	Valid
	Y1.4		0.714	Valid
	Y1.5		0.507	Valid
	Y1.6		0.813	Valid
	Y1.7		0.865	Valid

Based on the results of the validity test using Average Variance Extracted (AVE) and Outer Loading, all indicators in this study are valid in measuring the variables studied. Product involvement has an AVE of 0.767, this shows that indicators X1.1 to X1.6 have good explanatory power for this variable. Outer loading all indicators are above 0.6, so it can be said to be valid. Brand familiarity has an AVE of 0.563, with value outer loading indicators X2.1 to X2.6 range between 0.832 to 0.930, which indicates that this indicator is strong in measuring this variable. Consumer attitudes show AVE is 0.533, with almost all indicators having it outer loading which is good (>0.7), except X3.1 which has outer loading 0.161. Even though this indicator is declared valid in the table, a value that is too low can be a cause for concern because it does not contribute enough to measuring the variable. Customer satisfaction has an AVE of 0.529, with value outer loading indicators Y1.1 to Y1.7 range from 0.507 to 0.865. Even though the Y1.5 indicator has a value of

0.507, which is close to the minimum limit of 0.5, in general this indicator can still be considered valid.

Reliability Test

The reliability test measurement in this research was carried out by looking at the Cronbach Alpha value, where this research variable can be said to be reliable if the Cronbach Alpha value is > 0.60 .

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Composed Reliability
Product Involvement (X1)	0.939	0.952
Brand Familiarity (X2)	0.811	0.873
Consumer Attitudes (X3)	0.849	0.887
Customer Satisfaction (Y)	0.821	0.870

Based on the results of reliability tests using Cronbach Alpha and Composite Reliability (CR), all variables in this study show reliable results, which means the indicators in each variable have good internal consistency in measuring the concept studied. Overall, all variables in this study have Cronbach's Alpha and Composite Reliability values above 0.7, which indicates that all variables have met the reliability requirements. This means that this research instrument can be used consistently in measuring the concept being studied.

Inner Model Test

Inner model test used to see and measure the percentage influence of internal and external factors on variable Y in this research. Measurement indicators used in inner model test is the coefficient of determination or R Square.

Table 3.

Variable	R Square	Adjusted R Square
Customer Satisfaction (Y)	0.714	0.705

Based on the results of the analysis of the coefficient of determination, the R Square value (0.714) shows that there is 71.4% variation in customer satisfaction (Y) can be explained by the independent variables in the research model, namely product involvement (X1), brand familiarity (X2), and consumer attitudes (X3). However, there is still 28.6% variability in customer satisfaction which is influenced by other factors outside this research model.

Hypothesis Testing

In this hypothesis test, it is measured using the sample value, standard deviation and P value to determine the influence and significance of each independent variable on the dependent variable.

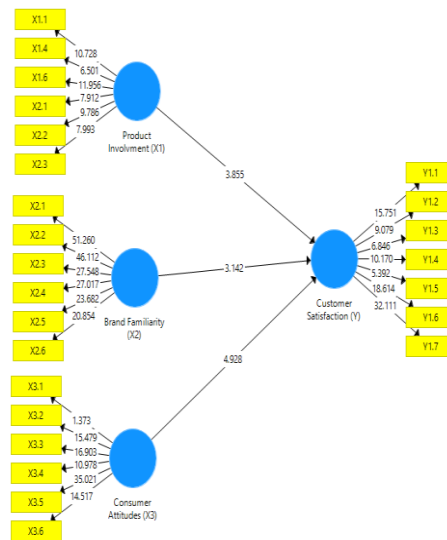


Figure 2. Variable Structural Relationship Model

In this model, there are three independent variables that play a role in influencing customer satisfaction, namely Product Involvement (X1) which reflects consumer involvement with the product, Brand Familiarity (X2) which shows the level of consumer recognition of a brand, and Consumer Attitudes (X3) which represents consumer attitudes towards certain products or brands. Each independent variable has a measurement indicator which is displayed in the yellow box on the left side of the model, while Customer Satisfaction (Y) as the dependent variable is measured through seven indicators on the right side of the model. The relationship between variables in this model is shown by an arrow leading from the independent variable to the dependent variable, with the path coefficient value describing the level of influence of each factor. Product Involvement (X1) has an influence of 3,855 on Customer Satisfaction (Y), indicating that the higher the consumer's involvement with the product, the greater the customer satisfaction. Brand Familiarity (X2) has a coefficient of 3,142, which means that the more familiar consumers are with a brand, the greater its contribution to customer satisfaction. Meanwhile, Consumer Attitudes (X3) has the greatest influence on Customer Satisfaction (Y) with a coefficient of 4.928, which shows that consumer attitudes towards products or brands have the most significant impact compared to product involvement or level of brand recognition.

Table 4.

Variable	Sample(O)	T Statistic (IO/STDEVI)	P Value
Product Involvement -> Customer Satisfaction	0.337	3.142	0.002
Brand Familiarity -> Customer Satisfaction	0.492	4.928	0.000
Consumer Attitudes -> Customer Satisfaction	0.219	3.855	0.000

Based on the results of hypothesis testing using the method Partial Least Squares Structural Equation Modeling (PLS-SEM), it was found that product involvement, brand familiarity, And consumer attitudes significant effect on customer satisfaction. The analysis results show that product involvement has a path coefficient of 0.337 with a T-Statistic of 3.142 and a P-Value of 0.002, which means that the higher the consumer's involvement with the product, the higher their satisfaction. Brand familiarity has the strongest influence with a path coefficient of 0.492, T-Statistic 4.928, and P-Value 0.000, which shows that the more familiar consumers are with a brand, the more likely they are to feel satisfied with the product they use. Meanwhile, consumer attitudes has a path coefficient of 0.219, T-Statistic 3.855, and P-Value 0.000, which indicates that consumers' positive attitudes towards the product help increase their satisfaction. Because all variables have a T-Statistic greater than 1.96 and a P-Value less than 0.05, all hypotheses in this study are accepted. Of these three factors, brand familiarity has the most dominant influence on customer satisfaction, so companies need to increase brand awareness and closeness with consumers to increase overall customer satisfaction.

1. Product Involvement To Customer Satisfaction

The results of the hypothesis test show that the variable product involvement has a significant positive effect on customer satisfaction. This result is indicated by a path coefficient value of 0.337 with a T-Statistic of 3.142 and a P-Value of 0.002. This indicates that hypothesis 1 is accepted, namely that there is a significant and positive influence between product involvement to customer satisfaction. This value also indicates that the higher the consumer's involvement with the product, the higher their satisfaction. The results of this research support the results of previous research conducted by Hinchcliff, et al. (2023) which states that product involvement influence and moderate customer satisfaction.

Product involvement have a positive influence on customer satisfaction because the higher the consumer's involvement with a product, the more likely they are to feel satisfied after using it (Kaptanoglu & Yukselen, 2020). Consumers with a high level of involvement tend to conduct more in-depth research before purchasing, so that their expectations are more focused and easier to fulfill. Apart from that, high involvement also strengthens the emotional connection with the product and increases brand loyalty (Abdulsalam & Dahana, 2021). Consumers who understand the benefits and features of a product will appreciate its quality more, so that their perceived value also increases. More frequent interactions with brands, such as through online communities or social media, further strengthen consumers' positive experiences (Baimuratova, et al., 2023). Thus, product involvement contribute to increasing customer satisfaction because consumers feel that the products they choose meet their expectations and needs.

Positive influence product involvement to customer satisfaction in Banjarbaru pharmacies can have an impact on increasing customer loyalty, trust in products, and more informed purchasing decisions. When consumers have high involvement in choosing

pharmaceutical products, such as medicines or health supplements, they will be more careful in looking for information related to product quality, safety and effectiveness. With better understanding, they tend to feel more confident and satisfied after purchasing and using the product. Apart from that, high involvement can also increase trust in pharmacies as providers of quality and trusted products. Satisfied customers are more likely to shop at the same pharmacy again and recommend it to others. This impact not only increases customer satisfaction but also strengthens the reputation and competitiveness of Banjarbaru pharmacies in the local pharmaceutical industry.

2. Brand Familiarity To Customer Satisfaction

The results of the hypothesis test show that the variable brand familiarity has a significant positive effect on customer satisfaction. This result is indicated by a path coefficient value of 0.492, T-Statistic 4.928, and P-Value 0.000. The results of this analysis also show that brand familiarity being the variable that has the greatest influence on customer satisfaction. This indicates that hypothesis 2 is accepted, namely that there is a significant and positive influence between brand familiarity to customer satisfaction. This value also indicates that the more familiar consumers are with a brand, the more likely they are to feel satisfied with the product they use. The results of this research support the results of previous research conducted by Dewi & Negoro (2024) stating that brand familiarity matters and moderating customer satisfaction.

Brand familiarity have a positive influence on customer satisfaction because the more familiar consumers are with a brand, the greater their sense of trust and confidence in the products offered. Consumers who are familiar with a brand tend to have previous experience or sufficient exposure, thus reducing uncertainty in decision making (Mujahida, S., Remmang & Azizurrohman, (2024). Familiarity with a brand also creates a better perception of quality, where consumers feel confident that products from brands they know have consistent standards. In addition, when the brand is able to meet or even exceed the expectations that have been formed, the level of customer satisfaction will increase (Shiasi & Shafiizadeh, 2019). The emotional connection that exists as a result Repeated exposure to a brand also makes customers more loyal and more likely to make repeat purchases (Suharto & Yuliansyah, 2023).

Positive influence brand familiarity Customer satisfaction has an impact on increasing customer trust, loyalty and comfort in choosing a product or service. When consumers are familiar with a brand, they have clearer expectations about the quality and benefits of the product, thereby reducing uncertainty in decision making. Familiarity with the brand also creates a higher sense of trust, because customers feel confident that the brand has been proven to meet the standards they expect. Additionally, positive experiences from previous interactions with a brand can strengthen customer satisfaction and encourage repeat purchases. Consumers who are familiar with a brand are also more likely to recommend it to others, which in turn can increase the brand's reputation and competitiveness in the market. Therefore, the higher the level brand familiarity, the more likely it is that customers will be satisfied with the product or service they choose.

3. Consumer Attitudes To Customer Satisfaction

The results of the hypothesis test show that the variable consumer attitudes has a significant positive effect on customer satisfaction. This result is indicated by a path coefficient value of 0.219, T-Statistic 3.855, and P-Value 0.000. This indicates that hypothesis 3 is accepted, namely that there is a significant and positive influence between consumer attitudes to customer satisfaction. This value also indicates that consumers' positive attitudes towards the product help increase their satisfaction. The results of this research support the results of previous research conducted by Johnson & Laksmidewi (2024) which stated that consumer attitude influence and moderate customer satisfaction.

Consumer attitudes have a positive influence on customer satisfaction because consumer attitudes reflect their perceptions, evaluations and emotions towards a product or brand. When consumers have a positive attitude, they tend to be more open to receiving the benefits of the product and are more satisfied with the experience of using it (ÇavuGoğlu, et al. 2020). A good attitude also increases realistic expectations, so that when the product meets expectations, customer satisfaction increases (Setyowati, 2022). In addition, consumers with positive attitudes towards a brand or product are more likely to tolerate minor flaws and focus more on the positive aspects that they value (Shahbandi & Farrokhshad, 2021). A positive attitude can also strengthen customer loyalty, increase the chances of repeat purchases, and encourage word-of-mouth the good one. Therefore, the better consumer attitudes towards a product or brand, the more likely consumers are to be satisfied with their experience.

Positive influence consumer attitudes to customer satisfaction has an impact on increasing customer experience, loyalty and positive recommendations for a product or service. When consumers have a favorable attitude towards a brand or product, they are more open to receiving its benefits and are more likely to feel satisfied after using it. This positive attitude also reduces the possibility of disappointment, because consumers have realistic expectations and focus more on aspects they find valuable. Additionally, customers with consumer attitudes good ones are more likely to remain loyal to the brand, make repeat purchases, and share positive experiences with others. This not only increases customer satisfaction but also helps strengthen the brand image in the market. Thus, the better a consumer's attitude towards a product, the greater its impact on overall customer satisfaction.

CONCLUSION

This research demonstrates that product involvement, brand familiarity, and consumer attitudes significantly and positively influence customer satisfaction in Banjarbaru pharmacy services, with brand familiarity showing the strongest effect (path coefficient 0.492), followed by product involvement (0.337) and consumer attitudes (0.219). The findings reveal that pharmacy customers who are highly involved with pharmaceutical products, familiar with pharmacy brands, and maintain positive attitudes are more likely to experience satisfaction with the services received. These results

emphasize the importance for pharmacy managers to develop integrated strategies that enhance customer product knowledge through education, strengthen brand recognition through consistent service quality, and foster positive consumer attitudes through professional interactions and reliable service delivery. Future research should explore mediating variables such as trust and perceived value, investigate the role of digital transformation in pharmacy services, and examine longitudinal effects of these factors on customer retention and loyalty in pharmaceutical retail contexts.

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