

FUCAPE PESQUISA E ENSINO S/A – FUCAPE MA

DÉBORAH FIQUENE PEREIRA SACO

**RELAÇÕES DE CONFIANÇA E LEALDADE NAS EMPRESAS
FARMACÊUTICAS: o papel do valor do relacionamento e da
satisfação com o representante**

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Dissertação apresentada ao Programa de Pós-Graduação em Ciências Contábeis da Pesquisa e Ensino – Fucape MA, como requisito para obtenção do título de Mestre em Ciências Contábeis e Administração. Nível Profissionalizante.

Orientadora: Prof^a. Dr^a. Lara Mendes
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RESUMO

Esta pesquisa tem como objetivo analisar o impacto do valor do relacionamento como um antecedente da satisfação do médico com o representante das empresas farmacêuticas no Brasil, e essa como um antecedente da confiança e lealdade do médico com as empresas farmacêuticas. Assim, elaborou-se um modelo pautado na literatura, sendo testado por meio de um questionário respondido por 235 médicos que atuam em unidades de saúde pública/privada ou ambas e que recebem visita de representantes das empresas desse setor. Realizou-se uma pesquisa quantitativa, descritiva, com uso de dados primários e de corte transversal, o método de análise utilizado foi o Modelo de Equações Estruturais (PLS-SEM). Os resultados mostraram que, o valor do relacionamento influencia positivamente a satisfação do médico com o representante das empresas farmacêuticas, assim como, a satisfação influencia positivamente tanto a confiança quanto a lealdade desse médico em relação a essas empresas farmacêuticas. Esta pesquisa traz contribuições teóricas por apresentar novas perspectivas das relações entre o valor do relacionamento, a satisfação, a confiança e a lealdade, do médico com os representantes das empresas farmacêuticas, em um segmento com fortes regulamentações éticas. Isso amplia o entendimento dos profissionais desse ramo sobre as relações no setor farmacêutico. Do ponto de vista prático, dada à relevância do tema, este estudo traz implicações para o desenvolvimento de programas de retenção de talentos e capacitação para os representantes das empresas farmacêuticas. Ainda, fornece *insights* para a construção de estratégias que fortaleçam a relação entre médico e representante, resultando em um ambiente mais colaborativo e eficiente.

Palavras-chave: Valor do Relacionamento; Satisfação; Confiança; Lealdade; Médico; Representantes; Empresa Farmacêutica.

ABSTRACT

This research aims to analyze the impact of relationship value as an antecedent of physician satisfaction with pharmaceutical company representatives in Brazil, and this as an antecedent of physician trust and loyalty to pharmaceutical companies. Thus, a model based on the literature was developed and tested through a questionnaire answered by 235 physicians who work in public or private health units or both and who receive visits from representatives of companies in this sector. A quantitative, descriptive research was conducted using primary and cross-sectional data, and the analysis method used was the Structural Equation Model (PLS-SEM). The results showed that relationship value positively influences physician satisfaction with pharmaceutical company representatives, and that satisfaction positively influences both physician trust and loyalty to these pharmaceutical companies. This research brings theoretical contributions by presenting new perspectives on the relationships between relationship value, satisfaction, trust and loyalty of physicians with pharmaceutical company representatives, in a segment with strong ethical regulations. This broadens the understanding of professionals in this field about relationships in the pharmaceutical sector. From a practical point of view, given the relevance of the topic, this study has implications for the development of talent retention and training programs for pharmaceutical company representatives. It also provides insights for the construction of strategies that strengthen the relationship between physician and representative, resulting in a more collaborative and efficient environment.

Keywords: Relationship Value; Satisfaction; Trust; Loyalty; Physician; Representatives; Pharmaceutical Company.

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