

ANALYSIS OF THE RELATIONSHIP OF MIX MARKETING WITH PATIENT LOYALTY AND SATISFACTION IN HOSPITAL

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ABSTRACT

This study aims to analyze the relationship between the marketing mix and patient loyalty and satisfaction at the hospital. The research method used in this research is descriptive qualitative method. The type of data used in this study is qualitative data, which is categorized into two types, namely primary data and secondary data. Sources of data obtained through library research techniques (library studies) which refers to sources available both online and offline such as: scientific journals, books and news sourced from trusted sources. These sources are collected based on discussion and linked from one information to another. Data collection techniques used in this study were observation, interviews and documentation. This data was analyzed and then drawn conclusions. Based on the description analysis, it can be concluded that there is a relationship between the marketing mix on loyalty and patient satisfaction. After the analysis, it can be seen that all elements in the marketing mix have an influence on patient loyalty to reuse services at the hospital. After the analysis, it can be seen that the relationship between the marketing mix and customer satisfaction is very influential because the marketing mix is a factor or market element used to satisfy customers.

KEYWORDS

Mix Marketing, Loyalty, Satisfaction, Hospital



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INTRODUCTION

Marketing activities in today's business era are an important factor to maintain and develop a business. The higher the level of competition in the business, it requires the management to innovate in an effort to retain its customers (Chesbrough, 2011). This activity is to create loyal Hospital customers. Loyalty from customers is very important for the survival and growth of a company (Khatibi et al., 2002; Pratminingsih et al., 2013; Reichheld et al., 2000). Hospitals are non-business organizations, but they must also behave as business organizations. In other words, hospitals can be referred to as semi-business organizations because in providing services, hospitals seek sufficient profit in order to survive and provide the best service to consumers.

At this time hospitals in Indonesia are essentially facing changes in attitudes and community needs as well as increasing competition (Hartono, 2010). One of the integrated marketing strategies is the marketing mix (Assauri, 2014). The marketing mix is a set of tools that marketers can use to form the characteristics of the services offered to customers (Constantinides, 2006). These tools can be used to develop long-term strategies and short-term programs.

The elements of the marketing mix are products, price, promotion, place, people, process, physical evidence, and customer service. Products (both physical and services) offered to customers to meet customer needs. Prices for services are a significant indicator of quality (Chen et al., 1994). Promotion includes various methods of communicating the benefits of services to customers. Place concerns the ease of access to services for customers. Staff is a vital element in the marketing mix, therefore service organizations must clearly define what is expected of employees in their interactions with customers. Process is a procedure in service. Physical evidence is an effort to reduce the level of risk of consumer perceptions of services. Facility services are the total quality of services perceived by customers (Tjiptono, 2008).

In the end, the customer/patient concerned will be loyal and repurchase the company's products (Adisaputro, 2014). This is called customer loyalty. Quality and sustainable health services in organizations that provide services to meet or exceed consumer expectations. Expectations, with good quality performance, so as to provide services as expected. Services that do not meet expectations will lead to feelings of dissatisfaction for customers towards service providers. Hospitals are one of the businesses in the field of health services, where currently health services are one of the main needs of the community. This can be proven by the number of hospitals or private clinics that have been established. Most of the private hospitals located in big cities are oriented to the business aspects.

The role of the marketing mix today is not only delivering products or services to the hands of consumers but also the way these products or services provide satisfaction to consumers or customers so that it will attract consumers' interest to continue to buy the products and services offered so as to generate profits. According to (Swastha, 2001) the factors that influence loyalty relate to feelings and emotions, if someone feels happy and satisfied in buying goods or services then it will strengthen loyalty, while usually eliminates loyalty. Loyalty that exists in patients is a very important phenomenon in marketing activities, buying interest is a consumer behavior that underlies a purchase decision to be made. Loyalty is the goal of the marketing mix, which attracts loyalty by promising superior value, setting attractive prices, distributing products easily, promoting effectively and as well as possible, and being able to retain existing customers and maintain the principle of customer satisfaction.

Based on some of these things, there is a relationship between the marketing mix with loyalty and hospital patient satisfaction levels. Therefore, this study aims to analyze the relationship".

RESEARCH METHOD

The research method used in this research is descriptive qualitative method. The type of data used in this study is qualitative data, which is categorized into two types, namely primary data and secondary data. Sources of data obtained through library research techniques which refers to sources available both online and offline such as: scientific journals, books, and news sourced from trusted sources. These sources are collected based on discussion and linked from one information to another. Data collection techniques used in this study were observation, interviews, and research. This data is analyzed and then conclusions are drawn.

RESULT AND DISCUSSION

1. Relationship of Mix Marketing with Patient Loyalty

From the research results by Radfan et. Al, 2014 it is known that all elements in the marketing mix have an influence on patient loyalty to reuse services at Batu Lung Hospital. This is in accordance with the theory put forward by (Zeithaml et al., 2010) that all elements in the marketing mix (product, price, personnel, promotion, place, process and physical evidence) affect customer loyalty. The concept of customer-oriented marketing seeks to satisfy customers through comprehending of consumer behavior.

The product shows a very small effect on the loyalty variable, this shows that the product in the services at the Batu Lung Hospital needs to be improved. According to Rowlan and Rowlan, the definition of a product is a type of service provided, whether in the form of preventive, diagnostic, therapeutic, and others. Outpatient service products in hospitals that are desired by service users, need to be understood such as product benefits (general poly services, specialist poly services, medical support, medical check-ups, and so on).

Patients seeking treatment at the pulmonary polyclinic need to be given information about the importance of medication adherence, pay attention to the drug regimen given and also remind patients to do everything that must be done for successful treatment by telephone or SMS to increase the recovery rate. The hospital provides service products including information to support these products. Price has a big influence on patient loyalty, price is an important element in the marketing mix because it relate to the survival of the organization.

According to (Kes et al., 2020), the price is not only in the form of the tariff for one type of examination or intervention, but the total cost that must be incurred by the patient to get services at the hospital. And the tariff is closely related to the sustainability of the hospital itself. Place has a small effect on patient loyalty, this may be because this hospital is a lung referral hospital so that many patients come from outside Batu Lung Hospital and other facilities to make it easier for patients to seek treatment at the Batu Lung Hospital.

Promotion has a positive influence on patient loyalty at the Batu Lung Hospital because the promotion model that is currently being applied is good for the continuity of the development of the Batu Lung Hospital. Staff have a positive influence on patient loyalty at the Batu Paru Hospital, this shows that the skills and competences possessed by

hospital staff can provide satisfaction to patients. Excellent service itself is very much determined by the status of employees in a hospital. The process has a positive influence on patient loyalty at the Batu Lung Hospital, according to Supriyanto and Ernawati that the process in services is a major factor in the marketing mix of services such as Service customers will often feel the service delivery system as part of the service itself. Physical evidence gives the most dominant influence among other variables, this shows that the physical evidence that currently exists is very good in the eyes of the patients at Pulu Batu Hospital.

From the research of Sembor, et.al, 2015 which was carried out in the outpatient unit of Siloam Hospital Manado from January to June 2015. For the population in the study, namely all patients in the outpatient unit of Siloam Manado Hospital who visited since the last 3 months and the sample in this study as many as 96 respondents. The independent variable is the patient's perception of the product service marketing mix, price, place, promotion, staff, process, physical evidence and service facilities, while the dependent variable is patient loyalty. Primary data collected directly from respondents' answers through a questionnaire. Secondary data is data about the general description of the hospital and the number of outpatient visits at Siloam Hospital Manado. Univariate data analysis describes the characteristics of each variable studied; bivariate analysis using chi square test to see the relationship between the independent variable and the dependent variable; multivariate analysis used logistic regression to find out which independent variables were most related to the dependent variable. And the results showed that there was no significant relationship between service products and outpatient loyalty at Siloam Manado Hospital.

There is a significant relationship between service price, place of service, service promotion, service personnel, service process, physical evidence of service and service facilities with outpatient loyalty at Siloam Manado Hospital. And it was found that the service officer variable became the most dominant variable in terms of loyalty of outpatients at Siloam Manado Hospital. In the research conducted by (Sunarsih & Oktaviani, 2016) which was conducted at the Clinical Laboratory of Prodia Palu from March 5 to April 10, 2016. The results of the analysis using the chi square test obtained a P value of 0.028 or a P value <0.05 . Thus, there is a relationship between Product Mix and Customer Loyalty at the Prodia Palu Clinical Laboratory. For the price of the analysis using the chi square test obtained P value 0.139 or P value > 0.05 . Thus, there is no relationship between price mix and customer loyalty at the Prodia Palu Clinical Laboratory. For places, the results showed that the P value = 1.00 (P > 0.05), there was no relationship between the location/place mix and Customer Loyalty at the Prodia Palu Clinical Laboratory. In the promotion, the research results obtained that the value of P = 0.004 (P <0.05) indicates that there is a relationship between the promotion mix and Customer Loyalty in the Clinical Laboratory of Prodia Palu.

In this study, respondents' perceptions of people/HR are thought to affect loyalty. However, in the bivariate test, it is known that the P value = 0.236 (P > 0.05), there is no relationship between people's mix and loyalty. Respondents with the perception of good and loyal HR are more than those who are less good and less loyal. This can happen because respondents are more concerned with the satisfaction that comes from a quality product than the perception of people, so that people's perceptions do not affect patient loyalty.

2. Relationship of Mix Marketing with Patient Satisfaction

Marketing a product requires an effective marketing strategy so that the company's goals in the field of marketing through customer satisfaction can be achieved. An integrated marketing strategy is a marketing reference (Marketing Mix), which consists of 37 product policies, packaging/distribution, prices, and promotions. The policy must be unified and directed towards achieving customer satisfaction from the intended target market. (Zeithaml et al., 2010) suggested the relationship between the marketing mix and customer satisfaction as follows: "Marketing mix defined as the elements non-organizations controls that can be used to satisfy or communicate with customers". communicate with customers. According to (Assael et al., 1992) one form of stimulate that can influence customers in satisfying customers and is a factor that can be controlled by the company is marketing stimuli, namely through elements of the marketing mix strategy. From the theories above that the relationship between the marketing mix and customer satisfaction is very influential because the marketing mix is a factor or market element that is used to satisfy customers.

CONCLUSION

Based on the description analysis above, it can be concluded that there is a relationship between the marketing mix on loyalty and patient satisfaction. After the analysis, it can be seen that all elements in the marketing mix have an influence on patient loyalty to reuse services at the hospital. After the analysis, it can be seen that the relationship between the marketing mix and customer satisfaction is very influential because the marketing mix is a factor or market element that is used to satisfy customers.

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