

The Effect of Marketing Mix on Outpatients Loyalty in Hajj Hospital Jakarta, Indonesia

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Abstract

Since 2018, are still disparities in the research results on items, prices, locations, promotions, people, processes, and physical evidence associated with customer loyalty based on the marketing mix and customer or patient loyalty. This study's compares the theory and practice concerning the effect of marketing mix to outpatients' loyalty. Hajj Hospital is currently experiencing a drop in the number of patients though numerous promotional efforts have been made, particularly during the COVID-19 pandemic. It is anticipated that the marketing mix will enhance consumer views of a product's quality, as measured by consumers' evaluations of the product. If the consumer perceives that the hospital provides high-quality services, the hospital's image will be positive; this condition might boost customer or patient satisfaction. This study aims to determine which element of the marketing mix has the most significant impact on patient loyalty at Hajj Hospital. This study used a quantitative cross-sectional design approach, with 100 outpatient samples, and was analysed using SPSS. It was discovered that additional studies incorporated planning, control, monitoring, and evaluation into the marketing mix, utilising longitudinal studies or interventions for healthcare professionals that provide services to patients.

Keywords: Marketing Mix, Patient, Loyalty, Hajj Hospital Jakarta.

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INTRODUCTION

A hospital is an institution that offers comprehensive individual health services that can be operated by the government and the private sector. Outpatient services, inpatient services, and emergency services, which comprise skilled medical services and medical assistance, can be found in hospitals. Patient care has a crucial part in generating patient happiness. People (people) or participants are all actors who have a role in service delivery and influence the buyer's view as a result. Employee expertise in performing hospital operational tasks is crucial to the production of services and the provision of services that can make hospitals more competitive and add value to their offerings. Five questions were posed to the respondents: Doctor dependability, trained nurses, agile cleaning service, agile laboratory personnel, and officer-friendly

information (Berne - Manero, C., & Marzo - Navarro, M. 2020).

Hospital rates are made based on the number of unit cost components required by taking into account regional conditions and to create marketing programs to achieve targets. Since the marketing programme need tools to attain its objectives. These tools are programmes that can be managed by the organisation; these tools are generally referred to as the marketing mix. Marketing is a challenge for all hospitals and other health care providers (Al-Tae, H. A., & Al-Khawaldeh, K. A. 2020). The lack of success in marketing is largely due to the lack of hospitals in favour of clients. Because what has been supplied when it is marketed is frequently inconsistent with what the client receives, and this will undoubtedly harm the hospital's reputation. According to Weirich H. and Koontz, the marketing strategy is designed to instruct managers on how to get the product

or service to consumers and how to encourage consumers to buy it (Elrod, J. K., & Fortenberry, J. L. 2020).

The normal waiting time for services begins with registration and ends when they receive medical services. 60 minutes, 10 to 15 minutes for medical doctor services for universal health care (BPJS). 60 minutes for concoction medications and 30 minutes for non-concoction medications. Indonesian Minister of Health Regulation.

Marketing is a challenge for all hospitals and other health care providers. The lack of marketing success is attributable, in part, to the lack of hospitals that favour patients. Because what has been supplied when it is marketed is frequently inconsistent with what the client receives, and this will undoubtedly harm the hospital's reputation (Elrod, J. K., & Fortenberry, J. L. 2020). According to Weirich H. and Koontz, the marketing strategy is designed to instruct managers on how to get the product or service to consumers and how to encourage consumers to buy it. Marketing is a mix of a commercial activity that involves planning, promotion, pricing, and delivery of customer-focused products or services, and is viewed as a collection of components required for planning and executing all marketing operations as a whole. Kotler and Armstrong, Gary. A marketing mix is a commercial technique that enables managers to remain competitive in a global market.

The hospital's capacity to attract and keep new customers is dependent not only on the product or service itself, but also on the manner in which existing customers are served and the hospital's reputation both inside and outside the hospital. Finding new customers is more difficult and expensive than retaining current customers. Customer loyalty will be the key not only to short-term success, but also to a durable competitive edge. Customers that are loyal as a result of their satisfaction and will continue to purchase from the company. Customer loyalty refers to a customer who not only repurchases goods and services, but also demonstrates a positive commitment and attitude toward service providers, such as by promoting the product to others. Meanwhile, according to Griffin, loyal customers exhibit the following characteristics: frequent purchases, the purchase of products outside of the typical product or service line, the provision of recommendations to third parties, and reluctance or resistance to competing products (Jill Griffin, 2020).

To create a competitive edge, it is necessary to recruit and train the proper personnel for service delivery, as people are a crucial component. Customers judge the clinic's service provision and delivery based on the individuals who represent it. People are one of the few elements of the services, and patients might interact with and observe them. A service is any intangible (not physically material), but perceivable by the buyer, action provided by one party that does not result in ownership.

The quality of hospital services influences patient happiness. For instance, a hospital that treats its patients with kindness and compassion will have a positive impact on the patient's prognosis.

People or participants are the actors participating in the provision of services, influencing buyer attitudes as a result. In this research, the term "people" refers to the knowledge of hospital staff. Presence of People (staff or physician knowledge) within the hospital is a crucial component of the service production process and service delivery that can add value and make homes more competitive for the disease at hand. Service is the process of fulfilling wants through actions. Five items were posed to respondents: Nurse's responsiveness, Hospitality of house staff discomfort, Doctor's correctness, Doctor's friendliness, and information that was simple to comprehend (Fregidou-Malama, M., & Hyder, A. S. (2021).

The marketing mix is anticipated to enhance consumer perceptions of a product's quality, i.e., consumer evaluations. If consumer impressions of the quality of the hospital's services are positive, the hospital will have a positive corporate image, which can boost customer or patient satisfaction. Customer Loyalty, or customer behaviour as a result of the offered services, is the impact of patient satisfaction. To create customer loyalty, businesses must manage demand to be elastic by altering their marketing mix, focusing on service quality, executing intensive promotions, and engaging in relationship marketing.

This objective of this study is to determine the most effect of marketing mix (product, price, place, promotion, people, physical evidence, process, planning) and characteristic in outpatient loyalty at the Jakarta Hajj Hospital.

This study offers various insights for organisations in Hajj Hospital and Mitra Keluarga West Bekasi that are contemplating enhancing their marketing mix and customer loyalty. Which has caused an exponential rise in interest in marketing mix and customer loyalty among organisations and academic scholars.

This study's findings will aid the administration of both hospitals in devising interventions and launching programmes and activities to enhance their marketing mix and customer loyalty. Also, this study combines marketing mix research with customer loyalty research in order to provide a theoretical model for improving hospital revenue and patient visits.

Besides, this study will contribute in gaining a deeper understanding of the marketing mix (product, people, price, place, product, Promotion, Physical evidence, and planning) and customer loyalty, since

these are the primary aspects connected with marketing especially in the healthcare industry.

METHODOLOGY

Research method is quantitative research with numeric for 8 Ps and Category for characteristic variable, type of research is a cross sectional study with a quantitative analytic approach. Cross sectional research is research with independent variables and dependent variables being observed at the same time.

The population in this study were all patients according to the inclusion and exclusion criteria who had received health services at the Jakarta Hajj Hospital. The total population in this study was 2,032 patients, this

number is the number of patients who received health services at the Hajj Hospital in 2020. The sample of this study were patients who visited the Hajj Hospital service unit according to the inclusion and exclusion criteria.

To achieve the research objectives, this research adopts quantitative method with sample size only 100 patients because when the study was conducted from October to December 2021, the situation and conditions in Indonesia were experiencing very high cases of Covid-19, so that sampling at the Hajj Hospital was limited and filling out the questionnaires using 2 ways, namely filled in manually directly and using the Google Form application to minimize direct contact (physical distancing) with patients as respondents.

Summary Findings

One-Sample Kolmogorov-Smirnov Test		Product	Price	Place	Promotion	People	Physical	Process	Planning	Loyalty
N		100	100	100	100	100	100	100	100	100
Normal Parameters ^a , b	Mean	3.6880	3.69	4.00	3.46	3.88	3.73	3.82	3.70	3.82
	Std. Deviation	.70055	.611	.488	.577	.483	.644	.518	.594	.580
Most Extreme Differences	Absolute	.152	.190	.267	.097	.168	.170	.149	.168	.176
	Positive	.108	.190	.213	.097	.168	.170	.149	.168	.174
	Negative	-.152	-.144	-.267	-.079	-.127	-.157	-.114	-.124	-.176
Test Statistic		.152	.190	.267	.097	.168	.170	.149	.168	.176
Asymp. Sig. (2-tailed)		.000 ^c	.000 ^c	.000 ^c	.021 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c

The findings show the results of patient services provided by health workers at the Hajj Hospital such as: The attitude of the registration clerk and cashier is good, neat, polite and friendly or not, the number of registration and cashier administration staff is sufficient, the marketing team has carried out promotional activities well and optimally; the attitude of nurses who look good, neat, polite, friendly and skilled, nurses provide good and reliable service and provide clear information, there are enough nurses on duty; long waiting time for specialist doctor services, the attitude of the doctor in providing good and friendly service, Doctors provide diagnostic information about the patient’s disease clearly, Doctors provide services carefully, carefully, reliably and accurately, Fast specialist doctor service waiting time.

The number of specialist doctors on duty is sufficient; The attitude of the laboratory staff is good, neat, polite and friendly, Laboratory staff provide good and clear information, The number of laboratory personnel is sufficient; The attitude of the radiology officer is good, neat, polite and friendly, Radiologists provide good and clear information, the number of radiology officers is sufficient; the attitude of the pharmacy staff is good, neat, polite and friendly, the number of pharmacists is sufficient, pharmacists check

and explain the procedure for taking prescribed medicine. Product services such as: The outpatient examination at Hajj Hospital has used sophisticated, modern and complete equipment, Adequate availability and completeness of required medicine.

The specialist doctor services provided by the hospital are quite complete according to the patient’s needs, the public knows that Hajj Hospital accepts BPJS, (universal Health Coverage) general and insurance patient services, The public knows that Hajj Hospital accepts referral patients, Supporting services (Laboratory, Radiology, Pharmacy, etc.) are quite good, patient registration can be done online and it was very helpful and makes it easier for patients, outpatient services can be used every day because there was many clinic specialist, despite up to know the number outpatient still lowest than before pandemic of Covid 19. The researcher chosen cross sectional research because to seek and to know cause of decreased out patients, and how to solve the problem and take good solution and strategy.

The Analysis Multivariate Linier Between Final Study, Variable Product, Place, People, Promotion, Physical, Planning,

No	variable	P value	Coefficient Beta	95% CI Lower - Upper	VIF	R	R ²
1	Product	0,012	-0267	-0,483-0,061	3,063	0,817	0,667
2	Place	0,003	0,284	0,128-0,585	2,369		
3	Promotion	0,026	0,225	0,016-0,248	2,794		
4	People	0,031	0,305	0,013-0,272	5,490		
5	Process	0,012	0,329	0,073-0,586	4,704		

Developed by author using SPSS 25

1. Product correlation with loyalty was significant p value 0.000, R 0.482 correlation positive, R Square 0,233 (23.3% contribution product to patient's loyalty in Hajj Hospital). Correlation between people with loyalty was significant p 0.000, R 0.737, R Square 0.544, contribution people amount 54.4% to patient's loyalty.
2. Correlation between price with loyalty was significant p 0.000, R 0.486, R Square 0.236 (contribution price amount 23.6% to patient's loyalty). Correlation between place with loyalty was significant p 0.000, R 0.648, R Square 0.420 (contribution place amount 42,0% to patients' loyalty).
3. Correlation between promotion with loyalty was significant p 0.000, R 0.720, R Square 0.518 (contribution promotion amount 51.8% to patient's loyalty).
4. Correlation between process with loyalty was significant p 0.000, R 0.578, R Square 0.334 (contribution process amount 33.4% to patient's loyalty).
5. Correlation between planning with loyalty was significant p 0.000, R 0.689, R Square 0.475 (contribution planning amount 47.5% to patient's loyalty). Correlation between physical evidence with loyalty was significant p 0.000, R 0.688, R Square 0.473 (contribution physical evidence amount 47.3% to patient's loyalty).

Implication of the study

The Academic, Entrepreneurs, Police Makers and Regulators can use these findings to enhance marketing mix programs in achieving targets.

1. The implication of academic

That human resources, especially doctors and nurses, laboratories, radiologist and pharmacist are very important in maintaining quality and quantity in providing services to outpatients out of hospital.

2. Implication to Entrepreneurs

The results of this study can be used to improve more focus products in the form of services for doctors, nurses, laboratories, radiology and pharmacy in patient care; to increase the comfort of patient waiting rooms, toilets, parking spaces; designing better outpatient service promotions, hospital service processes, and planning for physical factors

3. Implication to Policy Makers and Regulators

Policy makers need strategic planning for human resources, hospital service products, and more comfortable and safe places, improving services, especially private patients, which are still few, promotions according to the times.

Reward and punishment if people did not come on time to patients' services online patient registration application and control of standard procedures according to the authority of each doctor, nurse, laboratory, radiology and pharmacy.

RECOMMENDATION

The recommendations given for the progress of the marketing mix at the Jakarta Hajj Hospital are improvements in the areas of product, people, promotion and process.

1. Product marketing mix with positive weak relations to patient loyalty, researchers can give n suggestions to the management of Hajj Hospital Jakarta to add superior products so that it can be a characteristic for Outpatient Units of Hospital Hajj Jakarta as to equip specialist doctors who do not yet exist so as to provide services to patient completely. In addition, it can also add other supporting tools.
2. Credit Card or ATM service is already available at Hajj Hospital Jakarta, it may be possible for management to cooperate with banks to make installment programs so that it will reduce patient costs if the costs are relatively expensive. In addition, the management can create a tariff promotion package on certain products and times.
3. Promotions carried out through brochures, internet and banners should further lead to explanations to patients what products and facilities are contained in the Outpatient Unit of Hajj Hospital Jakarta.
4. In addition to the above, communication is also an important thing in information about the course of service, reviewing research that the *process* is the most staking to patient loyalty, it was expected that the support of all parties to create the service process who is of s quality.
5. It can be recommended to make decoration improvements so that the service place looks newer and modern.
6. It can be suggested for the next researcher to further develop a participant and can look for

other variables that correlate with patient loyalty.

Limitation

The limitations in this study were because it was carried out during the Covid-19 pandemic so that the number of samples obtained was only 100, there was a limited research time due to the lengthy licensing process from the hospital, the respondent's time in filling out the questionnaire was also limited because it was simultaneously waiting for a doctor's examination and waiting drug taking at the pharmacy.

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