

ANALYSIS MARKETING MIX ON REVISIT INTEREST OF OUTPATIENT PATIENTS AT PLOSO HOSPITAL, JOMBANG

Yayuk Utami^{1*}, Agustin Widyowati², Ratna Wardani³, Panca Radono⁴

University of STRADA Indonesia^{1,2,3,4}

Yayutami8@gmail.com

ABSTRACT

Outpatient revisit interest is one of the important aspects to maintain the hospital's existence. This research aims to identify the influence of the marketing mix on outpatient revisit interest at RSUD Ploso Jombang. This study uses a quantitative research type with a cross-sectional approach. The population consists of new patient at RSUD Ploso Jombang totaling 256 patients, with a sample of 73 respondents using purposive sampling technique. The dependent variable (revisit interest) and independent variables include the marketing mix, which encompasses product, price, place, promotion, process, people, and physical evidence. The research instrument is a questionnaire, and the analysis uses logistic regression test. The research results show that there is a significant influence of product (P-value = 0.039) with wald results of 4.242, and process (P-Value = 0.037) with wald result 4.355 on outpatient revisit interest. However, there is no significant influence of price (P-Value = 0.418), place (P-Value = 0.756), promotion (P-Value = 0.736), people (P-Value 0.793), physical evidence (P-Value = 0.786) on outpatient revisit interest. To attract patients to revisit, it is hoped that RSUD Ploso Jombang can optimize the available products and services by optimizing stock management and working with suppliers. Cooperation with suppliers, conducting regular training for medical staff, and implementing a patient feedback system to improve the availability of medicines and suitability of services for patients are also recommended.

Keywords: marketing mix, revisit interest, outpatient

I. INTRODUCTION

Good service quality in a hospital is very important because the perception of the quality of service of a health facility is formed when the patient visits. The perception of poor quality that is felt will greatly influence the decision on the next visit and patients usually often look for other health service locations (Wandah, 2022). Revisit interest is a behavior that arises in response to an object that indicates a customer's desire to repurchase a product that has been purchased previously. Customers will consciously and unconsciously evaluate the transactions that have been made. The level of consumer satisfaction or dissatisfaction will influence their behavior (Rahmiati & Temesveri, 2020).

Based on data on new general patient visits at RSUD. Ploso Jombang in May 2023, there were 102 patients, then there was a decrease in new patient visits in June to 72 patients. In July there was an increase again to 83 patients, but the increase in patient visits was not significant and stable.

Buyer activity in purchasing health goods or services can be influenced by the marketing mix. Buyer behavior in determining choices is influenced by factors that depend on the quality or nature of an item to be purchased and the promotion or marketing carried out to influence patient decisions (Wandah, 2022).



ANALYSIS MARKETING MIX ON REVISIT INTEREST OF OUTPATIENT PATIENTS AT PLOSO HOSPITAL, JOMBANG

Research conducted by (Lestari & Rindu, 2018), shows that there is a relationship between hospital marketing and the level of patient visits at Sahid Sahirman Hospital in 2017, namely in the variables product, place, people, process and physical Evidence on the interest in repeat visits, there is no relationship in the Price variable on the interest in repeat visits. The results of research conducted by (Mokoagow et al., 2023) show that there is an influence between power on the interest in patient repeat visits. There is no influence of product, price, promotion, place, people, process, physical evidence and public relations on the interest in visits. Research conducted by (Nurmawaddah et al., 2020) the results of the study showed that there was a relationship between product, promotion, physical evidence, there was no relationship between place, people, and the reuse of the outpatient unit of RSIA Pertiwi Makassar.

Based on the research results, there are still gaps so that further research is needed to see the consistency of the marketing mix on the interest in repeat visits of patients so that researchers are interested in researching the marketing mix on the interest in repeat visits at the Outpatient Clinic of Ploso Jombang Regional Hospital.

II. MATHERIALS AND METHODS

This study uses a quantitative research type with a cross-sectional approach. The population of new outpatients at Ploso Jombang Hospital was 256 patients and a sample of 73 respondents using the purposive sampling technique. The dependent variable is the interest in repeat visits and the independent variable is the marketing mix which includes (Product, Price, Place, Promotion, Process, People, Physical Evidence). The research instrument used a questionnaire and was analyzed using the Logistic Regression Test.

III. RESULT AND DISCUSSION

Result

Table 1

Characteristics Of Variables Marketing Mix In Outpatient At Ploso Hospital, Jombang

Characteristics	Product		Price		Place		Promotion		Process		People		Physical Evidence	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Very good	3	4,1	1	1,4	4	5,5	2	2,7	1	1,4	3	4,1	17	23,3
Good	48	65,8	31	42,4	47	38,4	67	84,9	41	56,1	31	42,5	29	39,7
Quite good	14	19,2	25	34,2	13	17,8	7	9,6	30	41,1	32	43,8	24	32,9
Poor good	7	9,6	15	20,6	6	8,2	1	1,4	1	1,4	6	8,2	3	4,1
Very poor	1	1,3	1	1,4	3	4,1	1	1,4	0	0	1	1,4	0	0
Total	73	100	73	100	73	100	73	100	73	100	73	100	73	100

Table 1 shows that most of the products are in the good category as many as 48 patients (65.8%), almost all of the prices are in the good category as many as 31 patients (42.4%), almost all of the places are in the good category as many as 47 patients (38.4%), almost all of the promotions are in the good category as many as 67 patients (84.9%), most of the processes are in the good category as many as 41 patients (56.1%), almost all of the people are in the fairly good category as many as 32 patients (43.8%) and almost all of the physical evidence is in the good category as many as 29 patients (39.7%).

Table 2

Characteristics Of Variables Revisit Interest In Outpatient At Ploso Hospital, Jombang

ANALYSIS MARKETING MIX ON REVISIT INTEREST OF OUTPATIENT PATIENTS AT PLOSO HOSPITAL, JOMBANG

No	Revisit Interest	Frequency (n)	Percentage (%)
1	Interest	58	79,5
2	Not interested	15	20,5
	Total	73	100

Table 2 shows that almost all respondents were interested in making revisits, as many as 58 patients (79.5%).

Table 3
Statistical Test Results: Logistic Regression

Variable marketing mix → revisit interest	B	S.E.	Wald	Sig.
<i>Product</i>	0,625	0,304	4.242	0.039
<i>Price</i>	0.198	0.244	0.657	0.418
<i>Place</i>	0.066	0.219	0.090	0.765
<i>Promotion</i>	-0.114	0.339	0.114	0.736
<i>Process</i>	0.624	0.299	4.355	0.037
<i>People</i>	0.053	0.204	0.068	0.795
<i>Physical Evidance</i>	0.112	0.415	0.073	0.786
Constant	-22.023	8.031	7.519	0.006

Table 3 shows product data (p value = 0.039, wald 4.355) and process (p value = 0.037, wald = 4.242) <0.05, so it is interpreted that the product and process have a significant influence and can increase patient revisit interest by 4 times. Price, place, promotion, people, and physical evidence have values > 0.05 so they have no influence on revisit interest.

Discussion

The actual service product is that patients do not buy goods or services, but the benefits that can be felt by patients from a purchase of the same service. In this case, the product is a form of service received by outpatients. Products can influence customers in service purchasing decisions. The more attractive the products offered by the hospital to customers, the more visits and profits the hospital itself will increase. (Supriyanto, 2020)

The results of this study are also in accordance with research conducted by (Amriza & Susanto, 2017; Azizah, 2020; Junaidi, 2020), also stated that there is an influence of products on the interest in repeat visits to the Ambarawa regional health center.

The hospital is one of the organizations that is required to win the competition. For this reason, hospitals must be able to improve, maintain, provide and provide quality health services for patients. Quality health services are an issue for winning the competition for hospitals. Assessment of good service products creates a satisfying experience, builds loyalty, and encourages patients to use the service in the future, as with the process. The process reflects how all elements of the marketing mix are coordinated to ensure the quality and consistency of services provided to customers.

CONCLUSION

There is an influence between the Product/Product marketing mix factors (P-Value 0.039) and Process/process (P-Value 0.037) on revisits interest of outpatients at Ploso Jombang Regional Hospital and there is no influence from Price, place, promotion, people, physical evidence.

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