Association between Marketing Mix and Decision Process for Choosing Outpatient Health Services

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Abstract

The hospital marketing mix is a set of marketing tools used by hospitals in influencing and knowing the response of service buyers. Dr. Abdoer Rahem Situbondo Regional General Hospital experienced a decrease in the number of patient visits over the past three years from 2014 to 2016, respectively 59,537, 53,720 and 47,699. This shows that patient loyalty is reduced. This study aimed to analyze the marketing mix association with the decision process of choosing outpatient health services at Dr. Abdoer Rahem Situbondo Regional General Hospital. The type of research used is analytic with cross-sectional design. Samples of 94 people were taken by systematic random sampling technique and analyzed using the contingency coefficient test with a confidence level of 95%. The results of this study were that type of employment, product mix, price mix, and promotion mix had weak association with the decision process of choosing outpatient health services. While variables that were not associated with the decision process of choosing outpatient health services were age, gender, education level, monthly income and place mix. The conclusion of this study was that the hospital can focus on improving product mix, price mix, and promotion mix.

Abstrak

Bauran pemasaran rumah sakit merupakan seperangkat alat pemasaran yang digunakan rumah sakit dalam mempengaruhi dan mengetahui tanggapan pembeli pelayanan. RSUD dr. Abdoer Rahem mengalami penurunan jumlah kunjungan pasien lama selama tiga tahun terakhir dari tahun 2014 hingga 2016 secara berturut turut 59.537, 53.720 dan 47.699. Hal ini menunjukkan loyalitas dari pasien berkurang. Penelitian ini bertujuan untuk menganalisis hubungan bauran pemasaran dengan proses keputusan memilih pelayanan kesehatan rawat jalan RSUD dr. Abdoer Rahem Situbondo. Jenis penelitian yang digunakan adalah analitik dengan design cross sectional yang. Sampel sebanyak 94 orang yang diambil dengan teknik systematic random sampling dan dianalisis menggunakan uji koefisien kontingensi dengan tingkat kepercayaan 95%. Hasil penelitian ini adalah ada hubungan yang lemah antara jenis pekerjaan, bauran produk, bauran harga, dan bauran promosi dengan proses keputusan memilih pelayanan kesehatan rawat jalan. Sedangkan variabel yang tidak berhubungan dengan proses keputusan memilih pelayanan kesehatan rawat jalan adalah umur, jenis kelamin, tingkat pendidikan, pendapatan per bulan dan bauran tempat. Kesimpulan penelitian ini adalah pihak rumah sakit dapat berfokus pada pembenahan bauran produk, bauran harga, dan bauran promosi.

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INTRODUCTION

Based on Law Number 36 of 2009, health is a healthy state physically, mentally, spiritually and socially, which enables everyone to live productively both socially and economically. Health is a basic factor that must be built by every country, including Indonesia which establishes health as a human right as stipulated in Article 28H of the 1945 Constitution which states that every person has the right to live physically and spiritually, live, and obtain an environment that good and healthy and entitled to health services. At the regional level, specifically the East Java Provincial Government pays attention to the health that has been regulated in Regional Regulation No. 11 of 2005 concerning Public Services.

One of the public service providers in the health sector is the hospital. Based on Law No. 44 of 2009, the Hospital is a health care institution that organizes individual health services in a comprehensive manner that provides inpatient, outpatient and emergency services. As an institution that provides health services, hospitals are required to provide quality services in accordance with the expectations of the community, this is due to the increasing public demand for hospital services.

Hospital as one of the places to obtain services depends on the level of patient visits. Thus, hospitals are required to develop and innovate in attracting patients by implementing marketing strategies. This is contrary to the initial purpose of establishing a hospital, namely as a social organization, but with time, the goal of the hospital leads to socio-economic goals. Marketing of health business is not something that is taboo to do for health service organizations because basically marketing health business leads to meet the needs and desires of patients and not to the commercialization of health services and the use of customer ignorance. Patient satisfaction is the main goal of marketing activities (Sari, 2009).

Today, East Java Province continues to improve its services in the form of facilities and health infrastructure. The health development targets in East Java Province include the improvement of hospital infrastructure facilities, including the ex-Besuki Residency area which consists of Jember Regency, Bondowoso Regency, Situbondo Regency, and Banyuwangi Regency. The four regencies that have hospitals with Advanced Health Facilities (*FKTL* or *Fasilitas Kesehatan Tingkat Lanjut*) are only dr. Soebandi Jember Regional General Hospital, while the others are regency referral hospitals such as the dr. H. Koesnadi Bondowoso Regional General Hospital, Regional General Hospital dr. Abdoer Rahem Situbondo and Blambangan Banyuwangi Regional General Hospital.

Based on data on the trends of long-time outpatient patient visits over the past three years, namely 2014 to 2016 respectively from the three hospitals in the ex-Besuki Residency Area with the status of the regency referral hospital which showed a decrease in the number of patient visits namely the Regional General Hospital dr. Abdoer Rahem Situbondo, while the dr. H. Koesnadi Bondowoso Regional General Hospital and Blambangan Regional General Hospital each year experience an increase in long-term outpatient patients. The number of decreases in visits of long-time outpatient patients at the Regional General Hospital dr. Abdoer Rahem Situbondo from 2014 to 2016 were respectively 59,537, 53,720 and 47,699.

Regional General Hospital dr. Abdoer Rahem officially became a type C hospital by having several health services, one of which was 16 polyclinics in outpatient services. Regional General Hospital dr. Abdoer Rahem is one of the health services that is widely used by the community and is a regency referral hospital because of its strategic location in the center of Situbondo Regency, easily accessible by the community and is the first hospital established by the local government of Situbondo Regency.

Basically, outpatient services in a hospital are a type of health service that needs more attention, because outpatient displays the leading image in hospital services both from medical services, nursing care, disease prevention, rehabilitation, and health education. In addition, outpatient care also provides the first action in diagnosing patients who visit so that patients will know the disease suffered.

The decline in the number of long-time outpatient patient visits to the dr. Abdoer Rahem Situbondo Regional General Hospital for three consecutive years showed that the loyalty of patients for outpatient care was reduced. The decreasing number of patients will affect the polyclinic's income, because patients who check in the polyclinic will also utilize support services such as laboratories, physiotherapy, nutrition consultations and others (Poernomo, 2009). Some reasons why consumers/patients are not loyal to hospital services are patient dissatisfaction with hospital services and hospital indifference when providing services and after services or visits (Supriyanto & Ernawaty, 2010). Basically, before the patient decides and chooses a health service, the patient will carry out the stages of recogniti-

on, information seeking, evaluation of alternatives, purchasing decisions and post-purchase behavior (Sari, 2009). Therefore, decreasing patient loyalty will adversely affect hospitals, especially the continuity of the hospital. Improving hospital marketing management with the marketing mix being the main key for the hospital can survive.

Marketing is a social process by which individuals and groups get what they need and want by creating, offering, and freely exchanging valuable products and services with other parties (Sari, 2009). The marketing goal is that the seller gets financial benefits and the buyer gets valuable goods or services such as healing and satisfaction (Supriyanto & Ernawaty, 2010). Hospital marketing can be carried out so that hospital utilities are higher so that eventually it can increase medical referrals and expand coverage which further contributes to improving the health status of the population (Sari, 2009).

In health business marketing activities, marketers use tools to get the desired response from the target market. The marketing mix is a core business that is very closely related to the intended patient, so the hospital's efforts are specifically closely related to the behavior of patients to make use of services. These possibilities can be grouped into four groups of variables called "four P": Product, Price, Place, and Promotion. The marketing mix is a series of variables that can be controlled and the level of variables used by companies to influence the target market (Sari, 2009). This study aimed to analyze the marketing mix association with the decision process of choosing outpatient health services at dr. Abdoer Rahem Situbondo Regional General Hospital

METHOD

This study is an analytical study using a cross sectional approach. The population in this study were outpatient installation patients at dr. Abdoer Rahem Situbondo Regional General Hospital with 94 people. Sampling was performed by using systematic random sampling technique.

The independent variables in this study are individual characteristics (gender, age, type of employment, level of education, and income) and the marketing mix of the hospital which consists of four P, namely Product, Price, Place, and Promotion. Whereas for the dependent variable, the decision process chooses outpatient health services (introduction to problem needs, information seeking, and alternative evaluation). The data sources of this study were primary data and secondary data. Primary data was obtained by questionnaire through interview with ques-

tionnaire. While secondary data, namely from the documentation, namely the number of visits to of outpatient patients at Dr. Abdoer Rahem Situbondo Regional General Hospital. Data collection techniques used interviews and documentation methods (historical data). The instrument in this study was a modification of the questionnaire from Poernomo (2009) and Tafdilla (2016). The technique of presenting data in this study is in the form of text (textual) and presentation in table form.

Data analysis carried out in this study were univariate and bivariate. Univariate analysis was used to identify the characteristics of each variable and for bivariate analysis by using a contingency coefficient test with a confidence level of 95%. The questionnaire used in this study has been tested for validity in the Kalisat Jember Hospital with 34 respondents by using the Pearson Product Moment correlation formula and reliability testing by using the Cronbach Alpha test. The test results on the questions of each variable obtained all the questions in the questionnaire were declared valid because of the value of r calculation> r table (with r table = 0.3388, n = 34, and □ = 0.05). Whereas the results of reliability testing show that each question item is declared reliable.

RESULTS AND DISCUSSION
Association between Respondent's Characteristics and Decision Processes for Choosing Outpatient Health Services

Analysis of the association between age and the decision process of choosing outpatient health services obtained the results of the value of p = 0.122. It can be stated that there is no significant association between age and the decision process of choosing outpatient health services. This is in line with the research on the analysis of factors that influence the decision to choose the place of delivery for midwifery polyclinic patients at the IMC Bintoro Hospital in 2012 stating that there was no effect of age on the decision to give birth in IMC Bintoro Hospital (Khudori, 2012). Patients with any age will need outpatient health services if they experience pain complaints and to find out the diagnosis of the patient's initial disease, so that outpatient health services are a necessity for all patients. At the age of <20 years the role of patients in making decisions in choosing inpatient health services has not been seen, the age group> 50 years the role in choosing inpatient services is reduced because the independence of respondents both physically and financially decreased (Zulfikar, 2010).

Analysis of the association between gender

and the decision process of choosing outpatient health services gets the results of the value of p = 0.243. It can be stated that there is no significant association between gender and the decision process of choosing outpatient health services. The patient's decision in choosing outpatient services is not based on gender, but depending on who delivers the hospital, the patient's condition also determines the patient's decision to use outpatient care, the more serious the patient's illness will affect the family / parent's decision to use outpatient services at dr. Abdoer Rahem Situbondo Regional General Hospital. But in this study women (mothers) who have an important and dominant role in determining and choosing outpatient health services in dr. Abdoer Rahem Situbondo Regional General Hospital.

Analysis of the association between the level of education and the decision process of choosing outpatient health services gets the results of p = 0.243. It can be stated that there is no signnificant association between the level of education and the decision process of choosing outpatient health services. This research is in line with the factors that influence the decision to choose a delivery helper for pregnant women in Babul Rahma Subdistrict, Southeast Aceh Regency in 2008 which states that there is no significant association between education and the selection of birth attendants (Juliwanto, 2009). Health awareness for people who are highly educated

tends to be better than those with low education. However, that does not mean that low educated people do not need health services, but if they experience health problems, they will also visit health care facilities. Because patients with any level of education are now starting to be critical of health services, which ultimately affects their decisions on the selection of health services. In general, they want to get the best health services (Khudori, 2012).

Analysis of the association between the type of employment and the decision process of choosing outpatient health services gets the results of the value of p = 0.033 and the value of the contingency coefficient = 0.215. It can be stated that there is a weak association between types of work and the decision process of choosing outpatient health services. This research is in line with the influence of individual factors and marketing mix on drug purchase decisions through prescription in outpatient pharmacies at the Jember Clinic Hospital pharmacy which states that individual factors have a significant effect on prescription drug purchase decisions (Cahyono & Kusumaningrum, 2016). This proves that the insight of someone who works will be more than someone who does not work, because it relates to experiences experienced both directly and indirectly and openly with various information including health information. Job is one component of social structure that plays a role in decision

Table 1. Association between Respondent's Characteristics and Decision Processes for Choosing Outpatient Health Services

Characteristic	Decision Processes for Choosing Outpatient Health Services				p	Contingency Coefficient
	Bad		Good			
	n	%	n	%		
Age						
< 20 years old	0	0.00	8	100.00	0.122	0.207
20 – 50 years old	21	27.63	55	72.37		
> 50 years old	1	10.00	9	90.00		
Gender						
Male	5	16.13	26	83.87	0.243	0.120
Female	17	26.98	46	73.02		
Level of Education						
Low	9	31.03	20	68.97	0.243	0.120
High	13	20.00	52	80.00		
Employment						
Unemployed	10	38.46	16	61.54	0.033	0.215
Employed	12	17.65	56	82.35		
Income						
< UMK	12	23.53	39	76.47	0.975	0.003
≥ UMK	10	23.26	33	76.74		

making by someone in utilizing health services.

The analysis of the association between income and the decision process of choosing outpatient health services gets the results of p = 0.975. It can be stated that there is no significant association between income per month and the decision process of choosing outpatient health services. This study is in line with the influence of individual, psychological and social characteristics on the choice of place of delivery in a health facility which states that there is no effect of income on the use of delivery sites (Nurlinda, 2014). This can indicate that the patient's condition in Dr. Abdoer Rahem Situbondo General Hospital Regional is a middle to lower class so that to meet the health needs of patients prefer hospitals that provide more affordable tariffs, thus adding to the image of government hospitals identical to cheap rates. Employment and income will affect the goods and services to be purchased, different incomes will bring differences in their consumption patterns, especially in choosing outpatient health care facilities.

Association between Marketing Mix and Decision Process for Choosing Outpatient Health Services

Analysis of the association between the product mix and the decision process for selecting outpatient health services gets the results of the value p = 0,0001 and the contingency coefficient = 0.390. It can be stated that there is a weak association between the product mix and the decision process for choosing outpatient health services. The product mix relates to the patient's decision process in choosing outpatient health services be-

cause the product is related to the form of services that the hospital will offer to its customers. Hospitals are required to innovate products as an effort to develop new services because this will affect patients to continue to utilize these health services.

Analysis of the association between the price mix and the decision process of choosing outpatient health services gets the results of the value of p = 0.002 and the value of the contingency coefficient = 0.302. It can be stated that there is a weak association between the price mix and the decision process for choosing outpatient health services. The price mix relates to the patient's decision process in choosing outpatient health services because the price is related to the costs the patient will incur in obtaining outpatient services at the hospital. Pricing in health service organizations should be rational, in accordance with the expenditures and services obtained or not utilizing consumer ignorance of patients to increase the income of health service organizations (Sari, 2009).

The analysis of the association between place mix and the decision process of choosing outpatient health services gets the results of the value of p = 0.983. It can be stated that there is no significant association between place mix and the decision process of choosing outpatient health services. The strategic location of dr. Abdoer Rahem Situbondo General Hospital Regional and easy access to the hospital, besides that the facilities provided by the hospital are more complete than the government hospitals in Situbondo Regency, so patients are willing to travel a consi-

Table 2. Association between Marketing Mix and Decision Process for Choosing Outpatient Health Services

Marketing Mix	Decision Process for Choosing Outpatient Health Services				p	Contingency Coefficient
	Bad		Good			
	n	%	n	%		
Product Mix						
Fair	8	72.73	3	27.27	0,0001	0,390
Good	14	16.87	69	83.13		
Price Mix						
Fair	4	80.00	1	20.00	0,002	0,302
Good	18	20.22	71	79.78		
Place Mix						
Fair	8	23.53	26	76.47	0,983	0,002
Good	14	23.33	46	76.67		
Promotion Mix						
Fair	12	70.59	5	29.41	0,0001	0,464
Good	10	12.99	67	87.01		

derable distance to get better and more complete facilities and services. Therefore, the place is not related to the decision process of choosing outpatient health services.

Analysis of the association between the promotion mix and the decision process of choosing outpatient health services gets the results of the value p = 0,0001 and the contingency coefficient = 0.464. It can be stated that there is a weak association between the promotion mix and the decision process for choosing outpatient health services. Promotional efforts carried out by Dr. Abdoer Rahem Situbondo Regional General Hospital in influencing patients to choose and utilize outpatient services is not optimal but many patients still do health services at the hospital, because Dr. Abdoer Rahem Situbondo Regional General Hospital has an image or brand image in the community that the hospital is a government hospital which is the main reference in Situbondo Regency with fairly complete service facilities compared to other government hospitals in Situbondo Regency, so that the community will still choose and utilize the health services provided by the hospital without knowing the promotion efforts made by the hospital. This is in line with the Rengkuan's research (2015) there is a association between the marketing mix of product services, prices, places, promotions, and physical evidence with patient loyalty.

The marketing mix will influence customer purchasing decisions based on services, especially in hospitals which are mixed products because goods/services are offered in the same relative proportion (Supriyanto & Ernawaty, 2010). This is also in accordance with the research of Ulfah et al (2013) which showed that the marketing mix simultaneously had a significant effect on the decision to use outpatient services at Bina Sehat Hospital Jember. The marketing mix needs special attention and certain efforts need to be made such as maintaining and improving the quality of services, setting affordable tariffs, maintaining and improving the quality of services, setting affordable tariffs, maintaining and improving the quality of human resources, and paying attention to the accuracy of the patient inspection schedule. Marketing mix can have a positive influence on the number of visits, namely increasing the number of visits (Priyanka, 2013).

CONCLUSION

It could be concluded that type of employment, product mix, price mix, and promotion mix had weak association with the decision process of choosing outpatient health services. While variables that were not associated with the decision process of choosing outpatient health services were age, gender, education level, monthly income and place mix. Dr. Abdoer Rahem Situbondo Regional General Hospital should focus on improving product mix, price mix, and promotion mix.

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