

# The Relation of Mixed Marketing with Patient Loyalty in Syekh Yusuf Gowa General Hospital

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It is important for hospitals to have the right marketing strategy, with marketing programs conducted can improve the quality of service, with good service quality, it will be able to satisfy customers so that customers will be loyal. This study aims to determine the relationship between the mixed marketing with patient loyalty in the Syekh Yusuf Gowa Regional Hospital. This type of research is an observational study with a cross sectional study approach. The population in this study were all inpatients who used services at the SyekhGowa Regional General Hospital in a amonth. The sampling method was done by accidental sampling, which is 114 respondents. Data analysis in this research was carried out by testing hypotheses through the correlation test method. Bivariate analysis with correlation test shows that there is a relationship between the mixed promotion ( $P = 0,000$ ), mixed service provider ( $P = 0,000$ ), mixed physical facility ( $P = 0.012$ ) and patient loyalty, but there is no relationship between the mixed process ( $P = 0.064$ ) with patient loyalty. So, there is a relationship between the mixed marketing of promotion, mixed marketing of service presenters, mixed marketing of physical facilities and patient loyalty.

**Keyword:** *Relation, mixed, marketing. patient, loyalty.*

## Introduction

The mixed marketing is a company's tool to obtained the desired response from the target market, but more importantly is how to understand the mixed marketing from the customer's perspective or perception<sup>[1]</sup>. If consumer perceptions of the quality of services provided are good, it will be able to increase customer or patient satisfaction. The impact of customer satisfaction is customer loyalty<sup>[2]</sup>. Customer loyalty is a loyalty that is shown by regular buying behavior in the long run through a series of customer decisions. Increased customer loyalty can lead to higher profitability and a more stable financial base<sup>[3]</sup>.

Previous studies on the effect of patient perceptions and quality of doctor services on patient loyalty in Semarang showed that patients' perceptions of doctors were not good and patient loyalty was lacking<sup>[4]</sup>.

Based on the data on the number of inpatient visits to Syekh Yusuf Gowa Hospital in 2011, the number of patient visits decreased significantly by 12,398 patients<sup>[5]</sup>. By looking at these conditions, it is important for hospitals to have an appropriate marketing strategy, the marketing programs are efforts to improve the service quality. Therefore, the study wanted to find out

the relation between mixed marketing and patient loyalty at Inpatient Hospital Syekh Yusuf Gowa.

## Materials and Method

This type of research is an observational study with a cross sectional study approach. This research was conducted at Syekh Yusuf Regional General Hospital on February 14 - March 14, 2012. The population in this study were all inpatients who used services at Syekh Yusuf Gowa Regional General Hospital. The method of sampling with non-random sampling system is accidental sampling, which has 114 respondents.

Primary data were obtained by collecting questionnaires while secondary data were obtained through literature studies and related agencies. Data management using the SPSS program and presented in tabular form. Data analysis in this study was carried out through the Pearson correlation test using a p value of 5% or 0.05. If  $p \text{ value} \leq 0.05$ , then  $H_0$  is rejected, meaning that there is a significant relation between the independent variable and the dependent variable. If  $p \text{ value} \geq 0.05$ , then  $H_0$  is accepted, meaning that there is no significant relation between the independent variable and the dependent variable.

## Results

**Table 1: Distribution of Respondents**

No.	Respondents Characteristic	Category	N	%
1.	Gender	Men	46	40,4
		Women	68	59,6
		Quantity	114	100
2.	Age Group	10-14	1	0,9
		15-19	10	8,8
		20-24	12	10,5
		25-29	18	15,8
		30-34	20	17,5
		≥35	53	46,5
		Quantity	100	100
3.	Background Education	Elementary School	38	33,3
		Junior High School	20	17,5
		Senior High School	39	34,2
		D1-D3 Diploma	6	5,3
		D4-S1 Bachelor	11	9,6
		Quantity	114	100
4.	Occupation	Government employees/army/ police	9	7,9
		Private employee	5	4,4
		Farmers/fisherman	14	12,3
		Housewife	61	53,5
		Unemployed/Students	25	21,9
		Quantity	114	100

Source: Primary Data

Table 1 shows that the majority of female respondents were 68 respondents (59.6%), aged  $\geq 35$  years as many as 53 respondents (46.5%), had a high school education of 39 respondents (34.2%) and worked as a Housewife as many as 61 respondents (53.5%).

**Table 2 : Variable Distribution**

No.	Variable	Category	N	%
1.	Loyalty	Loyal	108	94,7
		Less Loyal	6	5,3
		Quantity	114	100
2.	Promotion	Good	96	84,2
		Fair	18	15,8
		Quantity	114	100
3.	Service presenters	Good	111	97,4
		Fair	3	2,6
		Quantity	114	100
4.	Physical facilities	Good	104	91,2
		Fair	10	8,8
		Quantity	114	100
5.	Process	Good	107	93,9
		Fair	7	6,1
		Quantity	114	100

Source: Primary Data

Table 2 shows that loyal patients were 108 patients (94.7%), patients' perceptions of good promotions were (84.2%), patients' perceptions of good service providers were (97.4%), patients' perceptions of good physical facilities (91.2%) and patient perceptions of good processes (93.9%).

**Table 3: Pearson Correlation Test Relation between Mixed Marketing and Patient Loyalty**

No.	Mixed Marketing Variable	P Value
1.	Promotion	0,000
2.	Service Presenters	0,000
3.	Physical Facilities	0,012
4.	Process	0,064

Source: Primary Data

Table 3 shows that there is a relationship between the mixed promotion ( $P = 0,000$ ), mixed service provider ( $P = 0,000$ ), mixed physical facility ( $P = 0.012$ ) and patient loyalty because it has a p value less than 0.05 while the mixed process ( $P = 0.064$ ) does not have a relations with patient loyalty because it has a p value greater than 0.05.

## Discussion

The results showed that respondents who had a good perception about the mixed promotion had a higher percentage of 96 respondents (84.2%) and the statistical test results showed a p value  $(0.00) \leq 0.05$  which meant that there was a relation between the mixed promotion and patient loyalty. The results of this study also showed that respondents who had a good perception of the mixed service presenters were higher, namely 111 respondents (97.4%) and the statistical test results showed a p value  $(0.00) \leq 0.05$ , which means there was a relationship between the mixed service presenters with patient loyalty. For the mixed physical facility variable, this study shows that respondents who have a good perception about the mixed physical facility have a higher percentage of 104 respondents (91.2%) and the statistical test results show  $p (0.012) \leq 0.05$  which means there is a relation between the mixed physical facility with patient loyalty. For the mixed process variable, respondents who have a good perception of the mixed process percentage are higher namely 107 respondents (93.9%) where the statistical test shows  $p (0.064) \geq 0.05$  which means there is no relation between the mixed process and patient loyalty. This means that patients in the hospital are not satisfied with the existing service process.

The core of promotional activities is a form of marketing communication activities that seek to disseminate information, so that customers are willing to accept, buy and be loyal to the products offered by the company<sup>[6]</sup>. Primary data shows that the mixed promotion is very good. The results of data analysis about advertising and sales promotion showed that the majority of respondents agreed that the brochure containing information on services at the hospital was already available in the hospital with clear health knowledge according to community needs. This makes patients more interested in returning to treatment at this hospital because the information they get is satisfying so they are loyal. This study is in line with research conducted by NahlaArsat in 2011 in Makassar about loyalty which found that there was a relation between the mixed promotion and patient loyalty in the Outpatient Polyclinic at RSIA Pertiwi Makassar. The existence of a good relationship with customers and the existence of continuous communication between officers and customers, the ease of submitting complaints or suggestions gives satisfaction and loyalty to the hospital<sup>[7]</sup>. According to Kotler, companies must make contact with customers who stop buying or turn to other competitors to learn why this happens and learn what causes it<sup>[8]</sup>.

In the mixed marketing, service providers can be divided into 2 namely: service providers who are job-oriented and customer-oriented [6]. This can be seen in the primary data which illustrates that the service provider in the inpatient service has performed one of their duties, which is to have a positive influence on patients, this can be evidenced from the results of the study that most of the respondents said they strongly agreed with the behaviour of health workers/doctors in growing patient confidence to be cured during treatment so that patients are satisfied and loyal to the hospital. Seeing this, the mixed service presenters has an effect on patient loyalty in hospitalization. The results obtained are not in line with previous research by Irham in 2010 in Maros which states that there is no relation between service providers and patient satisfaction in utilizing outpatient services<sup>[9]</sup>. According to the theory in marketing, service presenters are expected to give special attention to each patient, attention to patient and family complaints, service to patients regardless of social status, etc., which greatly affects the quality of services provided<sup>[3]</sup>.

The elements of physical facilities assessed by customers include exterior attributes (such as parking

lots, parks, directions) and interior attributes (such as decoration, equipment, lay out)<sup>[10]</sup>. The primary data obtained shows that one of the toilets in the hospital was clean and smells well, this is in accordance with the opinions of respondents who mostly agreed. Besides that, one of the secondary evidences at Syekh Yusuf Regional Hospital is quite good and complete with the availability of supporting facilities such as ATMs and canteens so that patients are interested in coming back. This illustrates that there is a relation between the mixed physical facilities and the patient loyalty in hospitalization. The results of this study are in line with previous studies in Makassar which state that there is a relation between physical facilities and patient loyalty. Customers often see physical evidence to evaluate services obtained before and after consuming the services<sup>[7]</sup>. This research is also in line with the theory of Rambat Lupiyoadi, who concluded that the physical environment where services are created directly interacts with the customer and is interconnected. Based on this description, the management should pay attention to the facilities needed by patients in order to be added value.

The process includes the service process, including the stages through and the room lay out. The same service results can be different in value if the process is different<sup>[11]</sup>. The primary data above stated generally well in the mixed process of 107 people (93.9%) but the correlation value ie p value indicates that there was no relation. The results of this study are not in line with previous studies conducted by Sari in 2009 which stated that the service process influences loyalty because it relates to how the service is provided to patients, although most of the patients' perceptions are good but there are still many patients who complain of the long waiting time at the clinic, this condition can encourage patients to try services in other hospitals so that loyalty will decrease<sup>[12]</sup>.

### Conclusion and Recommendation

The conclusion of this study is the relation between the mixed marketing promotion, mixed marketing service providers, mixed marketing physical facilities with patient loyalty in Inpatient Hospital Syekh Yusuf Gowa. However, there is no relation between the mixed process and the loyalty of patients in the Syekh Yusuf Gowa Regional Hospital.

Suggestions for management to improve the quality of services in Inpatient, especially for the process of

focusing on patient satisfaction and establishing good communication with patients so as to increase patient loyalty to Syekh Yusuf Hospital. In addition, the Regional General Hospital of Syekh Yusuf is expected to further improve the service process that satisfies patients, such as improving service procedures and improving all activities in hospital. In further research, it is necessary to discuss other mixing variables which is not examined in this study. In addition, research efforts on the relation between mixed marketing and patient loyalty need to be increased.

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**Ethical Clearance:** Yes

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