

The Effect of Implementing Marketing Mix Strategy on Increasing the Number of Outpatients at Gunung Tua Regional Hospital North Padang Lawas

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ABSTRACT

This study observes the effect of implementing marketing strategies using marketing mix on increasing the number of outpatients. The purpose of this study was to determine the effect of marketing mix on increasing the number of patients and to determine which variables in the marketing mix have a direct effect on increasing the number of outpatients at RSUD Gunung Tua Hospital. This study is a non-experimental study with a purposive/purposive sampling approach. The number of samples in this study was 50 people and sampling was carried out by purposive/purposive sampling. The data were analyzed using the validity and reliability test method for each questionnaire item, multiple regression analysis, t-test, and F-test. From the questionnaire test, the results of each question item were valid and reliable, and by using multiple regression analysis through t-test and F-test, the results of significance <0.05 were obtained. This shows that partially or simultaneously all independent variables have an effect on the dependent variable, meaning that the effect of implementing strategies using Marketing Mix has an effect on increasing the number of outpatients. Based on multiple regression analysis, it is known that there is an influence of the implementation of the strategy using Marketing Mix on the increase in the number of outpatients, so that it is possible to improve the quality of patient health services, in the outpatient unit of RSUD Gunung Tua Padang Lawas Utara. The conclusion of this study is that simultaneously or together it shows that the implementation of the concept with Marketing Mix consisting of products, prices, places and promotions together on the increase in the number of outpatients at RSUD Gunung Tua Padang Lawas Utara Hospital. Based on partial testing, the Product Variable has an influence on the increase in the number of patients.

Keywords: Marketing Mix, Increasing number of patients, Outpatient Unit, Hospital.

INTRODUCTION

The world of health is a world that is always experiencing development and change from time to time. One of the causes of this development is the demands of patients. The role of patients cannot be denied as one of the factors that influences hospital activities in carrying

out the health services they are engaged in, because from there the level of success of a hospital's goals can be measured.

New and different needs and desires of patients will emerge, competition will arise, social values will change, new policies and technologies will emerge, because of the developments and changes that occur from time to time, a hospital will pay close attention to patients who will come for treatment. With the developments and changes that continue to occur, a hospital will try to find a match between the internal strengths of the hospital and external strengths and opportunities on how to maintain existence in the world of health.

A hospital can develop strategies to overcome various threats, both from within and from outside. Strategy provides efforts to achieve the desired goals of a hospital, namely increasing the number of patients, especially outpatients from year to year. Increasing the number of outpatients in a hospital, sometimes difficult to develop and increase due to several factors. Therefore, a good, quality, and targeted marketing strategy is needed in order to increase the number of outpatients from year to year. Marketing is one of the main activities carried out by hospitals to maintain their survival, to develop (Swastha, 2000). Hospital marketing activities must also be able to provide satisfaction to patients so that patients have a good view of the hospital.

The strategy that is still in global form or still in broad form will still have to be translated and specified again. So that a strategy will be obtained that will be used in increasing the number of outpatient visits to a hospital. The right strategy will provide clearer and more focused direction to a problem, especially in increasing the number of outpatients, in order to create a program that will be run.

Every hospital in a competitive environment must always fulfill the patient's desires with the products and health care services they provide and produce, as the main requirement if they want to emerge as a winner and survive in global competition. Therefore, hospitals must have a good, quality and quality marketing strategy plan. Where the marketing strategy is expected to increase the number of patients who come for treatment, especially outpatients at a hospital.

Hospitals are complex health service institutions. In addition, hospitals are organizations engaged in health service services, meaning that they are engaged in the service sector to provide health services to the entire community. In some hospitals, the number of outpatients is still relatively low. This is caused by several influencing factors, namely hospital costs

which are still relatively expensive for the lower middle class, services in the form of administrative services are still lacking, long service times, officers who are not friendly and not responsive, conditions of service locations such as buildings and rooms that do not meet requirements, parking lots that are not spacious enough, and waiting rooms that are not comfortable.

Patients generally expect products in the form of goods or services consumed to be accepted and enjoyed with good and satisfying service (Assauri, 2003). Marketing Mix activities are very important for developing hospitals. The implementation of marketing strategies, namely marketing mix, will have a positive impact on all aspects of hospital activities. So the marketing mix can be implemented properly and will bring success and achievement to the Hospital.

A detailed and thorough marketing strategy has the advantage of being able to know the strengths, weaknesses, opportunities, and obstacles more clearly, which affect potential marketing in hospitals, so that there is an increase in the number of outpatients. Efforts to create and maintain are carried out through marketing activities. The definition of marketing is more than just the use of certain tools, such as personal selling, advertising or publications to try to increase and maintain demand, but more broadly it is trying to influence the level, time and character of demand.

By knowing the above problems, it is expected that the Marketing Mix can be applied and implemented at the Gunung Tua Padang Lawas Utara Hospital more optimally. This Marketing Mix activity is very important for the developing Gunung Tua Padang Lawas Utara Hospital. The Marketing Mix implemented by the Gunung Tua Padang Lawas Utara Hospital will have a positive impact on all aspects of hospital activities.

RESEARCH METHODS

The population in this study were all male and non-medical employees at RSUD Gunung Tua Padang Lawas Utara Hospital. The population in this study was 233 people/non-medical employees.

The sample in this study was some of the employees who work in the outpatient service/installation section of Gunung Tua Padang Lawas Utara Hospital. The sample in this study was 50 people. The number of samples can be done with an approach of 5%, 10%, and

25% of the population, the sample size should be above 30 to ensure that the sample has a normal distribution (Gasperz, 1991).

The sample criteria are male and non-medical employees who work in the outpatient department/outpatient installation at RSUD Gunung Tua Padang Lawas Utara Hospital. The sample size should be above 30, namely 50 people from non-medical employees at RSUD Gunung Tua Padang Lawas Utara Hospital, to ensure that the sample has a normal distribution (Gasperz, 1991).

The data required in compiling this research is primary data. Primary data was obtained directly from respondents, namely employees of Gunung Tua Padang Lawas Utara Hospital. To obtain primary data, researchers used a survey method conducted through the distribution of questionnaires. In the study, the primary data obtained were in the form of answers to statements contained in the questionnaire about the effect of implementing marketing strategies with marketing mix (product, price, place, and promotion) on increasing the number of patients.

The type of research used is quantitative. In this study, data classification is used based on its type in the form of quantitative data. Quantitative data is data presented in the form of numbers. Quantitative research usually requires researchers to measure the existence of a variable using research instruments (Riwidikdo, 2006).

DISCUSSION

Validity and Reliability Test

From the results of the validity test, it shows that questions no. 11, 22 and no. 24 are not valid. This can be seen from the magnitude of the p value. If $p < 0.05$ then the question is declared valid. In the results of the validity test of question no. 11 with a p value = 0.052 ($p > 0.05$), number 22 with a p value = 0.0130 and question no. 22 with a p value = 0.260 ($p > 0.05$) so that the three questions cannot be used as questionnaires in this study and are considered invalid. With the invalidity of questions no. 11, 22 and number 24, the number of questions used in this study is 22 question items.

The results of the reliability test showed an alpha value of 0.739. According to Djemari Mardapi (2003), a questionnaire is said to be reliable if it has an alpha value of at least 0.60. So the questionnaire used is reliable and can be used as a questionnaire in this study. The results of the validity and reliability tests are attached.

Multiple Regression Analysis

This multiple regression analysis was chosen to determine the extent of the influence of the marketing mix strategy consisting of product, price, place and promotion on increasing the number of outpatients at the Gunung Tua Padang Lawas Utara Regional Hospital.

Table 1. Multiple linear regression results

Variables	Regression Coefficient	t count	Sig. t	Note
Constants	3.95			
Product (X1)	0.678	2.460	0.018	Significant
Price (X2)	-0.282	0.229	0.820	Not significant
Place (X3)	0.020	0.582	0.564	Not significant
Promotion (X4)	0.366	2.985	0.005	Significant
Standard error : 1,442		Hit : 8,701		
Adjust R square : 0.386 Sig F : 0.000 R square : 0.436				
Multiple R : 0.660				

Source: processed data

The results of multiple linear regression analysis for product, price, place and promotion produced the following results:

$$Y = 3.95 + 0.678 X1 - 0.282 X2 + 0.020X3 + 0.366 X4 + e$$

Assuming:

The constant 3.95 means that if it is not influenced by the product, price, place and promotion variables, the increase in the number of patients will be worth 3.95. The product variable has a positive effect with a regression coefficient of 0.678. The price variable has a negative effect with a regression coefficient of 0.282. The place variable has a positive effect with a regression coefficient of 0.020 and the promotion variable has a positive effect with a regression coefficient of 0.366.

It is known that the value of F count is 8.701 with a significance of 0.000. Decision making is determined if the significance of F <0.05 then the hypothesis is accepted. Conversely, if

the significance of $F > 0.05$ then the hypothesis is rejected. In accordance with the results of the F count test of 8.701 significance 0.000 because $F < 0.05$ then it can be concluded that there is a significant influence together between product, price, place, and promotion, on the increase in the number of outpatients at the Gunung Tua Padang Lawas Utara Regional Hospital.

The coefficient of determination (R-square) is used to determine the magnitude of the influence of the independent variable on the dependent variable. The coefficient of determination R² value is the result of SPSS calculations. It is known that there is a positive and significant correlation between the marketing mix and the patient's desire to revisit of 0.660. This means that the magnitude of the coefficient of determination is 0.436 which is the result of the square of the correlation coefficient and then multiplied by 100%. So it can be concluded that the variance that occurs in the variable of the patient's desire to revisit 43.6% can be explained through the variance that occurs in the marketing mix variable. Or it can be stated that the influence of the marketing mix on the high and low increase in the number of patients is equal to 43.6% while the remaining 56.4% is determined by factors outside the marketing mix variable (product, price, place, and promotion) such as physical evidence, people, process. The positive and significant correlation between the marketing mix and the increase in the number of patients is 43.6%, meaning that the higher the level of the marketing mix, the higher the increase in the number of patients.

The overall results of testing the research hypothesis can be seen in the summary of the regression model output below.

Table 2. Model Regression Output

Variables	Regression Coefficient	t count	Sig. t	Note
Constants	3.95			
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Standard error : 1,442 Hits : 8,701
Adjust R square : 0.386 Sig F : 0.000
R square : 0.436
Multiple R : 0.660

Source: Processed data

The hypothesis testing that discusses variables partially is as follows:

Product Variable

The results of the t-test of the product variable show a significance level of t of 0.018 which is smaller than the significance level of 0.05. This indicates that partially, the increase in the number of outpatients can be explained by product practices such as health services to patients, services in terms of administration, provision of specialist polyclinics, sub-specialists and special polyclinics and provision of health consultation time from the hospital regarding the fulfillment of patient needs.

Price Variable

The results of the t-test of the price variable show a significance level of t of 0.820 which is greater than the significance level of 0.05. This indicates that partially, the increase in the number of patients cannot be explained by the practice of implementing prices such as rational pricing for each outpatient service, adjusting price rates with services, setting costs, affordable costs and ease in health service cost procedures.

Place Variable

The results of the t-test of the place variable show a significance level of t of 0.564 which is greater than the significance level of 0.05. This indicates that partially, the increase in the number of patients cannot be explained by the place variable which includes strategic location placement, health services according to the specified working hours, fast and pleasant health service procedures, provision of sufficient and supportive facilities and adequate health service space.

Promotion Variable

The results of the t-test of the promotion variable show a t-significance of 0.005 which is smaller than the significance level of 0.05. This indicates that partially, the increase in the number of patients can be explained by the promotion variable which includes promotion of health services, provision of information about health services in hospitals, provision of health education, ease of providing information to patients, and promotion of new health products or services.

The results of the regression analysis show that the implementation of marketing strategies using the Marketing Mix which includes products, prices, places and promotions together/f test (simultaneous test) is indicated by a significance level of F of 0.000 which is smaller than 0.05 with an F count of 8.701. The Adjusted R square value (the ability of the model to explain dependent variations) is 0.386. It can be concluded that hospitals in implementing the Marketing Mix concept can increase the number of patients and have an effect on the increase in the number of outpatients at the Gunung Tua Padang Lawas Utara Regional Hospital.

For hypothesis testing using the t-test, it shows that the application of the Marketing Mix concept by only using promotion and product variables through the t-test or individually (partial test) has a direct effect on increasing the number of outpatients at the Gunung Tua Padang Lawas Utara Regional Hospital.

Based on the results of field observations, the hospital is considered to have been able to pay attention to and implement product variable practices such as improving the provision of health services to patients, paying attention to services in terms of administration, providing specialist polyclinics, sub-specialists and special polyclinics for outpatients, and providing time for patients to consult with competent doctors in their fields about health as a fulfillment of the needs of outpatients at the Gunung Tua Padang Lawas Utara Regional Public Hospital. In addition, the hospital has been able to provide friendly and pleasant health services, fast service times, and officers who are responsive to calls.

In determining the price variable in this study partially, it does not have a direct effect on increasing the number of outpatients at the Gunung Tua Padang Lawas Utara Regional Hospital. Based on the results of observations in the field, it shows that the determination of price rates by the hospital is not able to increase the number of outpatients. This is because the hospital does not maximize its pricing. In general, the researcher concluded that the

hospital lacks awareness of the importance of pricing, to maximize competitive advantage in terms of increasing the number of patients with other hospitals.

The determination of the place variable partially in this case, does not directly affect the increase in the number of outpatients at the Gunung Tua Padang Lawas Utara Regional Public Hospital. From the results of observations in the field, it shows that the place that was originally an important factor for the existence of the hospital in terms of proper location placement, provision of important facilities and infrastructure, in practice is actually less considered by the hospital. The application of the concept of an adequate place is not fully considered and implemented by the hospital, such as the lack of waiting rooms for patients who come for treatment, health services provided are not in accordance with the working hours set, health service procedures that are not fast and comfortable, provision of facilities that are less supportive (parking lot is not large enough), and health service rooms that are still inadequate. The role of the place as a means or facilitator which is considered to have an important role for the hospital, is not fully able to be provided by the hospital so that it is considered less capable of increasing the number of outpatients at the Gunung Tua Padang Lawas Utara Regional Public Hospital.

Promotion variables that are the core factors of the hospital marketing section, are partially said to have the greatest influence on increasing the number of patients. Based on observations in the field, it can be concluded that the promotion sector carried out by the hospital has been sufficiently considered by the hospital management. Promotion is one of the important factors in the marketing sector, where the marketing sector is the backbone of the existence of a hospital.

The hospital should pay more attention and improve the implementation of promotional practices in the hospital, such as promotion or introduction of health care products and services provided by the hospital, providing information about health services in the hospital to new and old patients, holding counseling in the hospital environment at least twice a month, and quickly and accurately in providing information to patients, and immediately promoting new health products or services. If these practices can be implemented, it will further increase progress or success in the field of marketing which will later have a direct impact on all aspects in the hospital, especially on increasing the number of outpatients at the Gunung Tua Padang Lawas Utara Regional Public Hospital.

Pricing and location at the Gunung Tua Padang Lawas Utara Regional Public Hospital, need to be considered by the hospital so that the increase in the number of patients in this hospital can increase. The application of the Marketing mix concept will be very helpful in increasing the number of patients if each dimension is implemented properly, well and directed. In this case, the hospital has just succeeded in implementing the right, good and directed promotion and products, so that it can increase outpatients at the Gunung Tua Padang Lawas Utara Regional Public Hospital.

CONCLUSION

Based on the research results as described previously, the following conclusions can be drawn:

Based on the results of simultaneous or joint testing, it shows that the application of the concept with Marketing Mix consisting of product, price, place and promotion together has a direct effect on increasing the number of outpatients at RSUD Gunung Tua Padang Lawas Utara Hospital. It can be concluded that hospitals in implementing the Marketing Mix concept can increase the number of patients.

Viewed partially, each dimension of the marketing mix cannot all increase the number of patients directly. Based on the partial test results, it shows that:

Judging from which variables in the marketing mix consisting of product, price, place and promotion have the most dominant influence on increasing outpatients at the Gunung Tua Padang Lawas Utara Regional Hospital, it can be said that they are the Promotion and Product variables (however, promotion has a greater influence than product).

SUGGESTION

Based on the conclusions above, the researcher can then propose suggestions that are expected to be useful for the progress of the hospital related to the influence of the implementation of the Marketing Mix concept on increasing the number of outpatients at the Gunung Tua Padang Lawas Utara Regional Public Hospital.

Hospitals need to improve Marketing Mix practices in addition to promotions and products, because promotions and products produced by hospitals are considered capable of increasing the number of outpatients directly. Hospitals must pay more attention to the implementation

of prices and the provision of supporting places or facilities, which in this study are considered less capable of influencing the increase in the number of patients.

The researcher is aware that this research still has many shortcomings, so the researcher hopes that future researchers can add to these shortcomings in order to perfect the research results that will be obtained and minimize the error rate.

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