Marketing Mix Analysis on Outpatient Satisfaction at Medan Haji General Hospital

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Abstract

Quality health services cannot escape the reality of the importance of maintaining patient satisfaction, including in handling complaints submitted by patients. Professional and good hospital services to patients will benefit the hospital and have an impact on the increasing number of patient visits for treatment at the hospital. The purpose of this study was to determine the relationship between the mix of pice, place, people and process with patient satisfaction at the hospital. General Hajj Medan. This study uses a quantitative method with a cross sectional design, with a sample of 74 respondents. This research uses a questionnaire. The research time is February-November 2021 as a follow-up to the end of the research. The analysis of this study used Univariate, Bivariate and Multivariate. The statistical test used is the chi square test and longistic regression. The results of the study regarding the effect of Price (P-value 0.002), Place (P-value 0.007), People (P-value 0.006), Process (P-value 0.002), based on binary linear regression test price, place, people and process are variables which affects the satisfaction of outpatients at the Medan Haji General Hospital. The conclusion in this study shows that there is a significant influence between linear price, place, people and process with outpatient satisfaction at the Medan Haji General Hospital. related to effective patient management), providing cost leeway for underprivileged patients, compiling an organizational structure according to duties and education as well as adjusting the hospital organizational structure to the type of Medan Haji Hospital.

Keywords: Marketing Mix, Price, Place, People, Process, Patient Satisfaction

Introduction

Hospitals, as big service organizations, are obligated to provide adequate public health services; this is because there is intense competition, and failing to meet these needs would make survival difficult. Numerous advances in health services are required, most notably to bridge socioeconomic disparities in health care on the one hand and to find the most efficient method of financing for the community on the other. As a result, the hospital must be able to establish a marketing plan for the hospital's growth using an effective and efficient marketing mix.

Health services are classified as services, which are distinct from products (Rosenstock, 2005). If products are physical items, tools, or instruments, then services are activities or performances. One cannot assess the fruits of excellence unless he has personally experienced them. They will determine the service's quality based on the location, people, equipment, communication materials, the symbols, and the pricing they witness (Kotler, 2009). Every government and private hospital at every grade level must pay close attention to the quality of its services in order to ensure that the hospital can really sustain that quality, since service quality is a necessity for the hospital to operate efficiently and effectively and to survive. Patient satisfaction must be complemented with an awareness of their requirements and aspirations

(Gebert et al., 2003). A management objective is to provide service assistance that patients value when they utilize these services. Service quality has a significant impact on patient satisfaction (Amin & Nasharuddin, 2013). Service quality is the major competitive advantage and it is crucial to know that patient satisfaction is a significant factor in hospital survival and winning the competition (Rifai, 2016; Neupane & Devkota, 2017).

According to statistics on all polyclinic patients at RSU Haji Medan from 2017 to 2019, there were 348,433 visits every year in 2017, with a total of 64,123 general patients. There were 349,149 visits in 2018 with 58,326 general patients. Annual visits were 332,342 in 2019, with 63,161 general patients. For 2020, data were collected from January to April 2020. There were 27,559 visits in January 2020, with a total of 4,861 general patients. There were 24,563 visits in February 2020, with a total of 4,081 general patients. There were 30,373 visits in March 2020, with a total of 7,368 general patients. And there were 27,120 visits in April 2020, with a total of 6,856 general patients.

Hospitals, as big service organizations, are obligated to provide adequate public health services; this is because there is intense competition, and failing to meet these needs would make survival difficult. This desire is not limited to huge private hospitals, but also to government and private institutions that are socially conscious and cannot be divorced from global concerns. Thus, multiple innovations in health services are required, most notably to bridge social disparities in health care on the one hand and to discover the most efficient method of finance for the community on the other. The existing hospital paradigm must be shifted away from providing care only to the ill and toward providing care to customers (Bracken et al., 2012). In other words, the hospital must be capable of developing an effective and efficient marketing plan for its own growth.

Methods

This research uses a quantitative method, which is an analytic study with a cross sectional approach where the data collection process is carried out at the same time. The study population was all patients who visited or sought treatment at RSU Haji Medan in July-November 2021 as many as 285 people. A sample of 74 patients treated at RSU Haji Medan by means of purposive sampling.

Results and Discussion

Univariate Analysis

Table 1. Frequency Distribution of Respondents Based on Price, Place, People, Process and Satisfaction Categories of Outpatients at Medan Haji General Hospital

No.	Variable	f	Percentage
	Price		
1	Negative	50	67.6
2	Positive	24	38.4
	Place		
1	Negative	40	54.1
2	Positive	34	45.9
	People		
1	Negative	43	58.1
2	Positive	31	41.9
	Process		
1	Good	25	33.8

2	Less	49	66.2
	Patient Satisfaction		
1	Satisfied	26	35.1
2	Not satisfied	48	64.9
	Sum	**74**	**100**

According to Table 1. above, the findings of research done on 74 respondents based on pricing indicate that the majority of respondents, 50 individuals (67.6 percent), fall into the Negative group, while the Positive category includes as many as 24 people (38.4 percent). According to the location, the majority of respondents fall into the Negative group (up to 40 individuals (54.1 percent) and the Positive category (up to 34 people) (45.9 percent). According to the respondents, the majority of respondents fall into the Negative group, with as many as 43 individuals (58.1 percent) and as many as 31 people falling into the Positive category (41.9 percent). According to the procedure, the bulk of respondents, as many as 49 individuals (66.2 percent), fall into the poor group, while the good category includes as many as 25 people (33.8 percent). According to patient satisfaction, the majority of respondents (up to 26 individuals, 35.1 percent) were pleased, while the minority (up to 48 people) were unsatisfied (64.9 percent).

Bivariate Analysis

In order to identify the link between the independent variable and the dependent variable, bivariate analysis was carried out using crosstabs or cross tabulations as the data source. With a confidence level of 95 percent (0.05), the Chi-Square test was used to conduct the statistical tests in this Bivariate study. If a p value less than 0.05 is attained, it is indicated that there is a statistical association between the variables.

Table 2. The relationship between Price and satisfaction of outpatients at the Medan Haji General Hospital

Price	**Patient Satisfaction**				**Sum**		**p (value)**
	Not satisfied		**Satisfied**				
	f	**%**	**f**	**%**	**f**	**%**	
Negative	39	52.7	11	14.9	50	67.6	0,002
Positive Stress	9	12,2	15	20.3	24	32.4	
Total	**48**	**64.9**	**26**	**35.1**	**74**	**100**	

A correlation exists between price and patient satisfaction, as shown by the Chi-Square statistical test analysis (p-value =0.0020.05), indicating that there is a link between price and patient contentment. According to the findings of the investigation, the working hypothesis (Ha) is accepted in its entirety. That there is a link between pricing and patient happiness is shown by this example.

Table 3. Place relationship to outpatient satisfaction at Haji Medan General Hospital

Place	**Patient Satisfaction**				**Sum**		**p (value)**
	Not satisfied		**Satisfied**				
	f	**%**	**f**	**%**	**f**	**%**	
Negative	32	43.3	8	10.8	40	54.1	0,007
Positive Stress	16	21.6	18	24.3	34	45.9	
Total	**48**	**64.9**	**26**	**35.1**	**74**	**100**	

Patient satisfaction is associated with location, according to the findings of the Chi-Square statistical test analysis, where the p-value = 0.0070.05 indicates that there is a link between location and patient satisfaction. In conclusion, the working hypothesis (Ha) is accepted based on the findings. This demonstrates that there is a link between the location of a facility and patient happiness.

Table 4. Relationship of People to outpatient satisfaction at Haji Medan General Hospital

Browse	Patient Satisfaction				Sum		p (value)
	Not satisfied		Satisfied				
	f	%	f	%	f	%	
Negative	34	45.9	9	12.2	43	58.1	0,006
Positive Stress	14	18.9	17	23.0	31	41.9	
Total	48	64.8	26	35.2	74	100	

According to the findings of the Chi-Square statistical test analysis, the p-value = 0.006 0.05, which indicates that there is a link between individuals and patient happiness, which is significant. In conclusion, the working hypothesis (Ha) is accepted based on the findings. There is a link between people and patient satisfaction, as shown by this study.

Table 5. Process relationship to outpatient satisfaction at Haji Medan General Hospital

Process	Patient Satisfaction				Sum		p (value)
	Not satisfied		Satisfied				
	f	%	f	%	f	%	
Negative	39	52.7	11	14.9	50	67.6	0,002
Positive Stress	9	12.2	15	20.2	24	32.4	
Total	48	64.9	26	35.1	74	100	

According to the findings of the Chi-Square statistical test analysis, the p-value = 0.002 0.05, indicating that there is a link between the process and patient satisfaction, which is significant. In conclusion, the working hypothesis (Ha) is accepted based on the findings. That there is a link between the process and patient satisfaction is shown by this example.

Multivariate Analysis

The First Stage of Candidate Variables for Multivariate Analysis

Table 6. Variable Candidate Results

Variabel	S
Price	0,005
Place	0,011
People	0,447
Proses	0,010

It is necessary to identify the variables that will be included in the multivariate analysis before beginning the process of logistic regression. The variables included in the multivariate analysis were variables that had a p value less than 0.25 in the analysis at the time of inclusion. Taking into consideration the data in Table 4.15, it can be concluded that since it has a sig p value of 0.000 0.25 and is the independent variable, it is the variable to be included in the multivariate.

Second Stage of Logistics Regression Test

Table 7. Logistics Regression Test

Variabel		B	Si	Exp(B)
Step 1ᵃ	Price	1,957	0,003	7.075
	Place	1,692	0,009	5,428
	Proses	2,118	0,002	8,313
	Constant	-6,685	0,000	0,001

Based on the data in Table 7, the Step 2 logistic regression test employed in this research has a significance level of = 0.05, indicating that the independent variable has a statistically significant influence on the dependent variable.

Tariff is the monetary worth of a service that is established by the amount of a quantity of money based on factors related to the value of that money for which a hospital is prepared to give services to patients. Tariff is also referred to as the cost of a service. When customers purchase a thing, they are exchanging one value for another value (product) (benefits of owning or using the product). Customers and conditions will influence its value in various ways. It is often difficult for businesses to determine the value that their items will have for their consumers. Consumers, on the other hand, will take this value into consideration when evaluating product costs. Consumers often evaluate product costs with those of rivals, and they pick the product that provides the most value for their money.

Price is an important component of the service marketing mix since it impacts the revenue of a company or corporation (Huang & Sarigöllü, 2014). Pricing considerations are also highly essential in deciding the value that may be supplied to clients, and they play a key part in describing the level of service provided by an organization. When it comes to setting tariffs in service organizations, the determination of premium rates when demand is strong and the calculation of discount rates when demand is low may be used as a technique.

Place is defined as a distribution channel (zero channel, two level channels, and multilevel channels) for items in the service sector, while place is defined as a service place for products in the manufacturing business. The location of the service that will be employed in the process of giving services to the intended client is an important consideration. When deciding which venue to employ, it is important to consider how the service will be provided to the consumer as well as where the service will be performed or held. Aspects of the value and advantages of services include the context in which and how services will be given, and place plays a crucial role in this.

Involvement in the hospital marketing mix is a concerted effort to ensure that the services supplied are accessible to the intended patients. Place and location selection must be done with careful consideration of the principles of place, which include the availability or lack thereof of complete types or variations of services, the accessibility or affordability of health-care facilities, equity or justice in the provision of health-care services, and equity for those who are most in need. Additionally, comfort and convenience, or a facility that is comfortable and enjoyable to use as a location for health services, are important factors.

Zeithaml et al. (2010) define people as actors who play a part in the presentation of services so that they may impact customer impressions of such services. Employees, customers, and other customers are examples of human aspects in the service environment. All of an employee's attitudes and behaviors, including the way they dress and seem, have an impact on how

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customers perceive the company and the effectiveness of its service delivery. No matter how far technology has progressed, many services continue to rely on direct connection between consumers and service representatives. It is essential for service organizations to collaborate with their human resources (HR) departments and to devote particular attention to the selection, training, and motivation of their personnel. In addition to possessing the technical capabilities required for their jobs, these professionals must also possess strong interpersonal abilities and a good attitude about their work. Employees who are loyal, well-trained, and motivated, and who can work alone or in groups, are the key to achieving a competitive edge, according to HR managers who think strategically.

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A hospital's process is an essential consideration that must be taken into consideration. The procedure may have an impact on patient loyalty since it has to do with how the service is offered to them (Kassim & Abdullah, 2010). Although the majority of patients have positive ideas about the hospital, there are still those who are dissatisfied with the amount of time they have to wait at the hospital. The process consists of service procedures, which contain the phases that have been completed. For example, fast and precise patient admission procedures, fast and precise examination and treatment and care services, nurses/doctors completing service schedules correctly, officers completing services without being convoluted are all examples of how the speed and accuracy of the process can be used to stimulate consumer interest.

Process is a service activity that may be viewed in a series of procedures that begin with the company's customer service division and go through the organization (Fließ & Kleinaltenkamp, 2004). According to the findings of this research, the procedure has an impact on the degree of satisfaction experienced by patients. Future implications, attention, and improvement connected to the service process are being considered in order to achieve patient happiness in the future. The accomplishment of patient satisfaction will have an impact on the attainment of objectives.

Conclusion

It is essential for service organizations to collaborate with their human resources (HR) departments and to devote particular attention to the selection, training, and motivation of their personnel. In addition to possessing the technical capabilities required for their jobs, these professionals must also possess strong interpersonal abilities and a good attitude about their work. Employees who are loyal, well-trained, and motivated, and who can work alone or in groups, are the key to achieving a competitive edge, according to HR managers who think strategically.

Suggestion

Providing training to nurses (training related to effective patient management), providing cost leeway for underprivileged patients, compiling an organizational structure based on duties and education, and adjusting the organizational structure of the home are all expected to help

Medan City Hajj Hospital improve even further in the future. unwell with the sort of illness that Medan Hajj Hospital treats

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