

## **The Effect Of The Marketing Mix On Patient Decision For Treatment At Bhayangkara Hospital Bondowoso**

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### **Abstract**

The purpose of this research is to examine and analyze the effect of the marketing mix on patient decision for treatment to the Bhayangkara Bondowoso Hospital. This research is quantitative descriptive research that use primary data. The research was conducted at Bhayangkara Bondowoso Hospital. Data collection techniques used were observation, interviews, questionnaires, and direct interviews. The number of samples was 175 respondents. The variables used in the Marketing Mix are product, price, promotion, place, people, process, and physical evidence. Data processing is done by using multiple linear regression analysis with the help of the SPSS 25. The results of the research show that the product, price, promotion, place, people, process, and physical evidence simultaneously influence patient decision for treatment. Partially, the product variable has no significant effect on patient decision for treatment. The price variable has no significant effect on patient decision for treatment. The promotion variable has a significant effect on patient decision for treatment. The place quality variable has no significant effect on patient decision for treatment. The process quality variable has a significant effect on the patient decision to seek treatment. The people variable has a significant effect on patient decision for treatment. The physical evidence variable has a significant effect on the patient decision for treatment. The people variable is the most dominant variable in influencing the patient decision for treatment.

**Keywords:** *Marketing mix, physical evidence, Patient Decision, Choose Treatment*

## INTRODUCTION

Since March 2020, the Covid-19 pandemic has forced many hospitals, especially private or government hospitals, to innovate in their marketing. Almost all government-owned and/or private hospitals have been directly affected by the Covid-19 pandemic. The number of patients who come to the hospital has decreased drastically and it directly affects the hospitals' income.

The impact of the pandemic is very much felt in services, especially services of hospitals. The Covid-19 pandemic has caused the number of patient visits to hospitals to fluctuate up and down. This might also be caused by the presence of Covid-19 patients being treated at the Bhayangkara Bondowoso Hospital.

The Director of Referral Health Services at the Ministry of Health (Indonesian: Kemenkes) of the Republic of Indonesia, Dr. Tri Hesty Widyastoeti, explained that almost all hospitals in Indonesia experienced a decrease in income during the corona virus pandemic. The hospitals only submitted a claim to Public Health Social Security Agency (Indonesian: BPJS Kesehatan).

The Covid-19 pandemic has caused a significant decrease in the number of patient visits at Bhayangkara Hospital, both the Covid-19 patients and non-Covid-19 patients. The number of patient visits can be seen in the BOR (Bed Occupation Rate) in Table 1.1. The following figures also show the number of patient visits to the Bondowoso Bhayangkara Hospital.

Table 1 COVID-19 BOR of Bhayangkara Bondowoso Hospital as of August 2021

No	Health care facility	Month	BOR (%)	LOS	BTO	TOI
1	Bhayangkara Hospital	Jan	47.49	7	2	8
		Feb	34.92	12	1	22
		Mar	5.67	9	0	141
		Apr	2.67	8	0	292
		May	4.56	10	0	215
		Jun	21.30	6	1	22
		Jul	86.26	7	4	1
		Aug	57.71	8	2	6
Total			32.57	8	1	88

Source: Report on the number of patients at Bhayangkara Bondowoso Hospital, 2021

Information:

1. Bed Occupation Rate (BOR) is the average number of patients discharged x number of bed capacity x 100%.
2. Length Of Stay (LOS) is the average number of patients discharged x period x number of treatment days.
3. Bed Turn Over (BTO) is the number of days of treatment / number of beds capacity. This number shows the level of use of a bed.
4. Turn Over Interval (TOI) is (Number of bed capacity – average number of discharged patients) x period/number of treatment days. This is based on Regulation of Health Ministry (Indonesian: Permenkes) of RI Number 117/MENKES/PER/VI/2011.

Number of patient visits at Bhayangkara Bondowoso Hospital in 2021

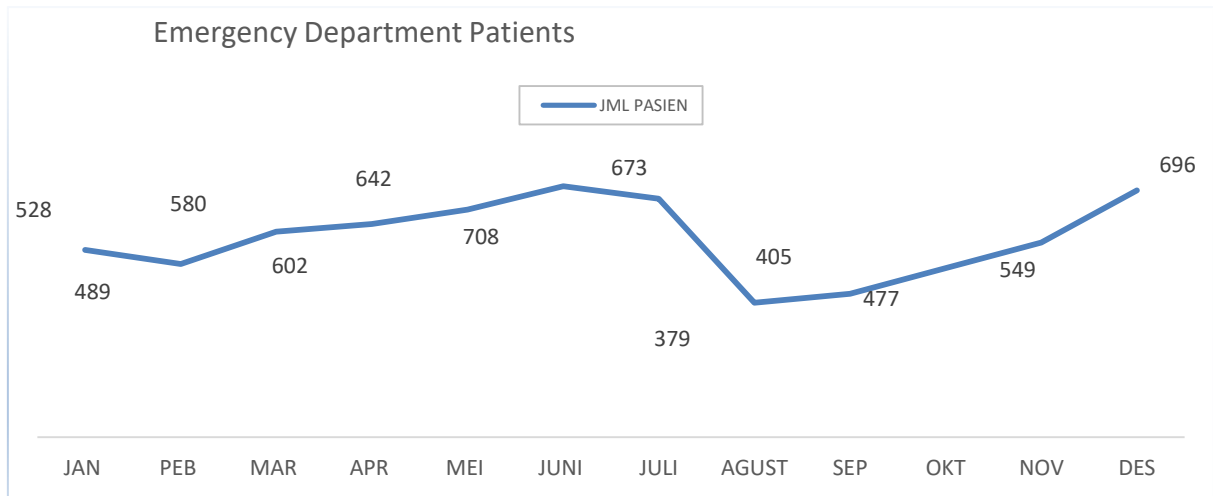


Figure 1 Graphics of patients in the emergency department

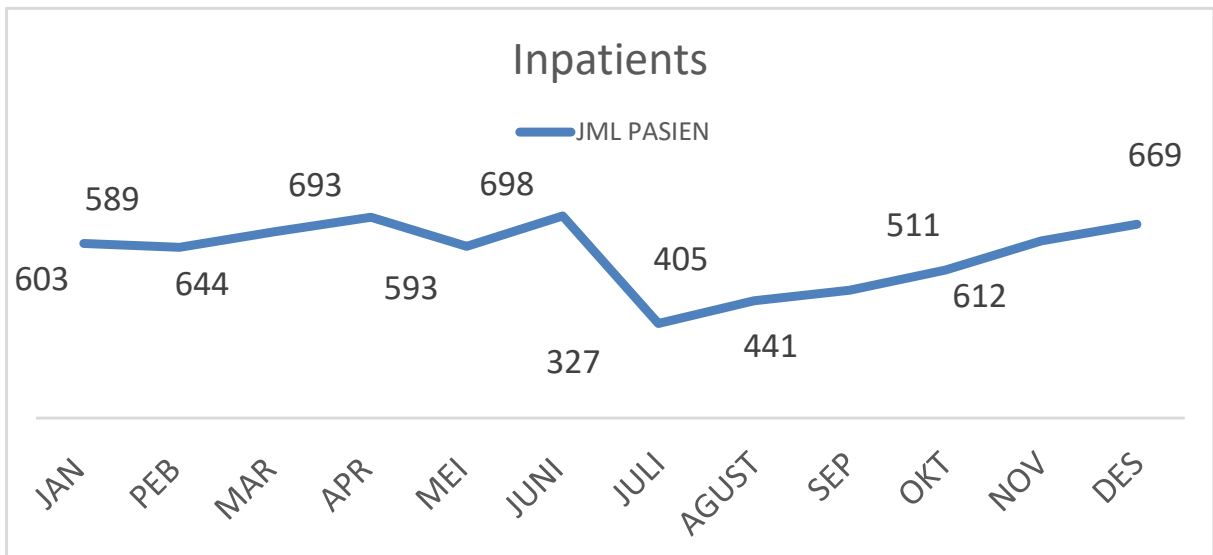


Figure 2 Graphics of Inpatients

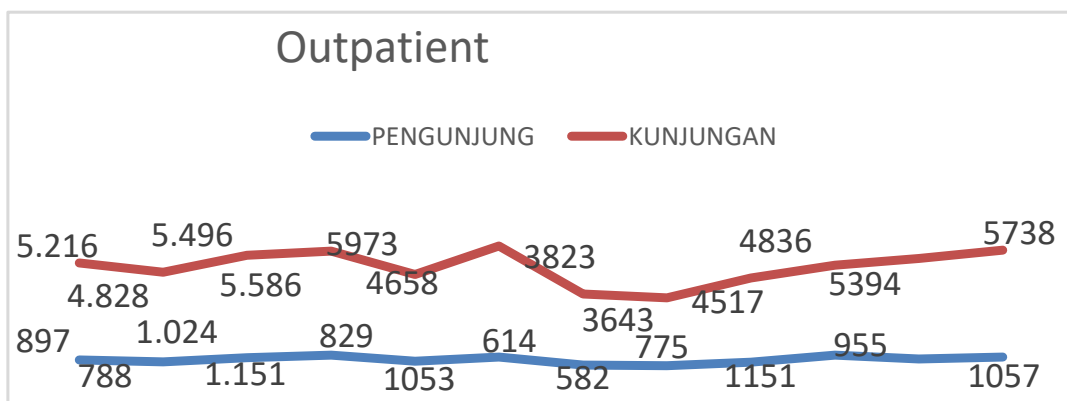


Figure 3 Graphics of Outpatient

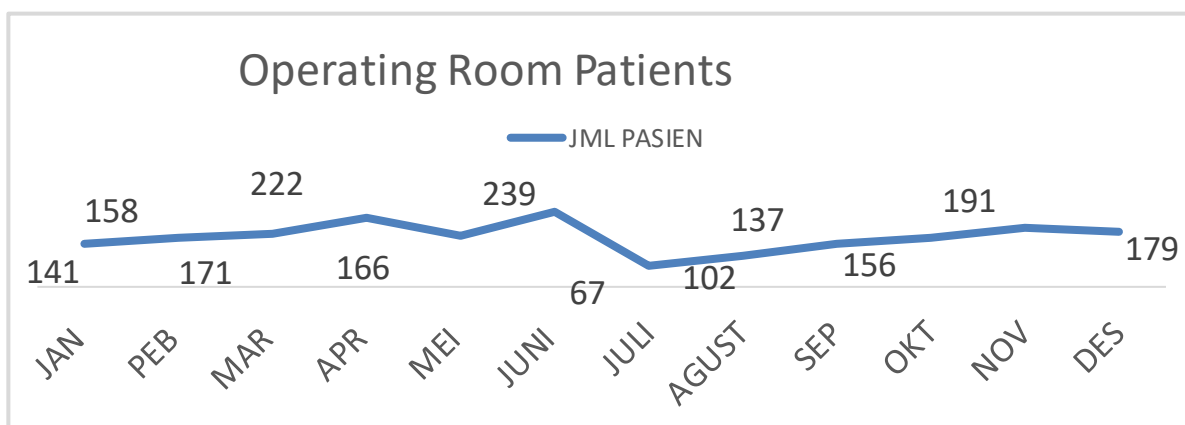


Figure 4. Graphics of Operating Room Patients

From the reports, there have always been Covid-19 patients from month to month, and the number of non-Covid-19 patients has always fluctuated up and down. Therefore, the hospital must continue to serve patients both Covid-19 and non-Covid-19 patients to increase the amount of hospital income. The hospital must maintain overall quality, service quality, and of course Patient Safety both for BPJS patients and non-BPJS patients. For this reason, the hospital should really try harder to increase the number of visits, either referrals from Class 1 Health Facilities or patients who come to the Bhayangkara Bondowoso Hospital on their own. The inpatients of Public Health Social Security Agency (Indonesian: BPJS Kesehatan) have the right to choose where the patients want to be treated, while the outpatients need to follow the application system of BPJS. In addition, several supporting services from Bhayangkara Hospital are not included in the BPJS Health claim.

To carry out marketing activities properly and in accordance with the expected targets, hospitals must implement an appropriate strategy in accordance with the environment (marketing target) or better known as a marketing strategy (Arie and Dedy, 2013).

One alternative strategy implemented by the hospital is a marketing mix strategy which includes the 7Ps, namely: product, price, promotion, place, people, process, and physical evidence.

In the marketing mix, there is a set of marketing tools known as the 4Ps, namely Place, Product, Price, and Promotion. Health service is included in the category of services; therefore, several additional marketing tools are needed, namely: People, Process, Physical Evidence. All the tools are known as 7P (Kotler and Amstrong, 2012)

Meanwhile, according to Buchari Alma (2014: 205), the definition of the marketing mix is as follows:

*“Marketing mix is a strategy of mixing marketing activities, in order to find the optimum combination that brings satisfactory results consisting of 7Ps, namely product, price, place and promotion plus people, process, physical evidence”.*

Bhayangkara Bondowoso Hospital needs to create a strategy to meet market needs and to establish a difference or unique aspect from its competitors in Bondowoso the Sticky Rice City. The marketing strategy needs to look at not only the external environment where consumers are located, but also the internal environment objectively to obtain the best strategy by using the available resources optimally.

In addition to determining the marketing mix strategy, marketers must understand the desires, perceptions, preferences, and consumption behavior of the public as the target market. Consumer decisions are influenced by internal factors (age, occupation, economic condition, lifestyle, psychological, religion) and external factors (family, reference group, role and status, culture, social class) (Assauri, 2011).

More in-depth research needs to be done to make an applicable marketing plan, so that the treatment room at Bhayangkara Bondowoso Hospital can develop more rapidly and be able to survive in the Covid-19 pandemic situation. In fact, it can be a mainstay for Bondowoso residents to get a better health service. Based on the above background, the researcher conducted research on the Effect of Marketing Mix on Patient Decision for Treatment at Bhayangkara Bondowoso Hospital.

## **RESEARCH METHODS**

This research was conducted at Bhayangkara Bondowoso Hospital which is located at Jend. Pol. S. Judhoharjo Street No. 12, Blindungan Village, Bondowoso District. The research was carried out from October 2021 to January 2022 and several patients at Bhayangkara Bondowoso Hospital were chosen as the respondents.

In every research, it is necessary to know or determine the population of the object under research. Sugiyono (2017) explained: “Population is a generalization area consisting of objects/subjects that has certain quantities and characteristics determined by the researcher to be studied and then draw conclusions. The target object of this research or the population of this research were patients of Bhayangkara Bondowoso Hospital in 2021.

The total population of patients who were treated in January at Bhayangkara Bondowoso Hospital was about 5,000 people (Bhayangkara Hospital, 2021).

The sampling technique used was non-probability sampling with a purposive sampling approach, where the researcher chose purposive samples subjectively (Ferdinand, 2014). The selection of the sample was done because the researcher had already understood that the information needed by the researcher can be obtained from a certain target group.

In multivariate research, the minimum number of samples is calculated based on the following formula (Ferdinand, 2014):  $n = (25 \times \text{number independent variables})$ . In this research, there are 7 independent variables, namely product (X1), price (X2), place (X3), promotion (X4), people (X5), physical evidence (X6), process (X7). Thus, the sample of this research was  $25 \times 7 = 175$  respondents. This formula was used because of the fluctuative number of patients at the Bhayangkara Bondowoso Hospital.

## **RESULT AND DISCUSSION**

### **A. Instrument Test**

#### **Validity Test Analysis**

From the validity test, it is obtained that all  $r_{\text{count}}$  are greater than  $r_{\text{sets}}$ . The  $r_{\text{count}}$  is a correlation coefficient. Thus, it can be concluded that all statement items in the questionnaire are valid. It means that the variables can measure the same aspect or what the researcher wants to measure. Based on data analysis, the  $r_{\text{count}}$  values of all instruments are greater than the  $r_{\text{table}}$  value of 0.150. In the validity test, if  $r_{\text{count}}$  is greater than  $r_{\text{table}}$  then the instrument has met the validity criteria. It can be stated that the question items or statements on the questionnaire are valid so that they are suitable for use in further data collection.

#### **Reliability Test Analysis**

Based on data analysis using SPSS, the value of  $\alpha$  p variable  $>$  the critical value of reliability. The values are as follows:

- product variable (X<sub>1</sub>) is  $0.624 > 0.60$
- price variable (X<sub>2</sub>) is  $0.721 > 0.60$
- place variable (X<sub>3</sub>) is  $0.759 > 0.60$
- promotion variable (X<sub>4</sub>) is  $0.665 > 0.60$
- people variable (X<sub>5</sub>) is  $0.625 > 0.60$

- process variable ( $X_6$ )  $0.759 > 0.60$
- physical evidence variable ( $X_7$ ) is  $0.771 > 0.60$
- patient decision for treatment at hospital variable ( $Y$ ) is  $0.697 > 0.60$ .

Based on the result of the calculation above, it can be concluded that all statement items in the questionnaire can be trusted (is reliable) because the measurement results are relatively consistent even though the statements are given twice or more to different respondents. This questionnaire can be used for further research.

## **B. Classical Assumption Test**

### **Normality Test**

The t-test can be performed if the data has a normal distribution. If the assumption of normality is not fulfilled, then the inference cannot be done using the t-test statistic. The result of the normality test with the Normal P-P Plot shows that the first and second lines of data spread around the diagonal line, where the data spread follows the direction of the diagonal line. Thus, the regression model has met the assumption of normality.

### **Multicollinearity Test**

Based on Table 4.6, the followings are obtained:

- The tolerance value for the Product variable is 0.289, and the VIF value is 3.457.
- The tolerance value for the Price variable is 0.238, and the VIF value is 4.208.
- The tolerance value for the Promotion variable is 0.137, and the VIF value is 7.284.
- The tolerance value for the Place variable is 0.870, and the VIF value is 1.149.
- The tolerance value for the People variable is 0.870, and the VIF value is 1.149.
- The tolerance value for the Place variable is 0.906, and the VIF value is 1.104.
- The tolerance value for the Process variable is 0.827, and the VIF value is 1.209.
- The tolerance value for the Physical Evidence variable is 0.869, and the VIF value is 1.151.
- The tolerance value for the Patient Decision variable is 0.870, and the VIF value is 1.149.

### **Heteroscedasticity Test**

Heteroscedasticity test is the opposite of homoscedasticity test, a condition where there has been an inequality of variance from the error for observations in each variable in a regression model. Heteroscedasticity will be found if the variance of the disturbance probability distribution is not constant for all observations of the research variables.



Scatterplot diagrams can be used to test heteroscedasticity in scientific research. Based on the results of SPSS 22.0, it is known that there is no clear pattern in the test of the patient decision for treatment at hospital variable. The data shows points spread above and below 0 relative to the Y axis. This indicates that there is no heteroscedasticity in the research data.

### **C. Multiple Linear Regression Test Analysis**

This chapter describes the influence of the Marketing Mix on the patient decision to return to Bhayangkara Bondowoso Hospital for treatment in the future. The analysis is conducted on 175 patients (respondents) at Bhayangkara Bondowoso Hospital. Several factors are identified as variables in this research. The independent variables are product, price, promotion, place, people, process, and physical facility. The dependent variable is the patient decision for treatment at the Bhayangkara Bondowoso Hospital.

The calculation results can be seen in the attachment of SPSS version 22.0 data processing results. The multiple linear equation is as follows:

$$Y = -2.230 + 0.107X_1 + 0.065X_2 + 0.350X_3 + 0.070X_4 + 0.340X_5 + 0.090X_6 + 0.136X_7$$

The result of the calculation using the multiple linear regression formula above can be explained as follows:

1. Negative Constant Value.

A negative constant value indicates that if there are no product, price, promotion, place, people, process, and physical evidence variables, then the patient has no interest in choosing Bhayangkara Bondowoso Hospital for treatment.

2. The Product coefficient value is positive.

The positive value of Product's coefficient indicates that if the product variable increases, then the patient decision for treatment will increase with the assumption that the price, promotion, place, people, process, and physical evidence are constant.

3. The Price coefficient value is positive.

The positive value of Price's coefficient indicates that if the price variable increases, then the patient decision for treatment will increase with the assumption that the product, promotion, place, people, process, and physical evidence are constant.

4. The Promotion coefficient value is positive.

The positive value of Promotion's coefficient indicates that if the promotion variable increases, then the patient decision for treatment will increase with the assumption that product, promotion, price, place, people, process, and physical evidence are constant.

5. The Place coefficient value is positive.

The positive value of Place's coefficient indicates that if the place variable increases, then the patient decision for treatment will increase with the assumption that product, price, promotion, people, process, and physical evidence are constant.

6. The People coefficient value is positive.

The positive value of People's coefficient indicates that if the people variable increases, then the patient decision for treatment will increase with the assumption that product, price, promotion, place, process, and physical evidence are constant.

7. The Process coefficient value is positive.

The positive coefficient value of the Process indicates that if the process variable increases, then the patient decision for treatment will increase with the assumption that product, price, promotion, place, people, and physical evidence are constant.

8. The Physical Facility coefficient value is positive.

The positive value of the Physical Facility's coefficient indicates that if the physical facility variable increases, then the patient decision for treatment will increase with the assumption that product, price, promotion, place, people, and process are constant.

#### **D. Coefficient of Determination ( $R^2$ )**

Based on the explanation above, it can be concluded that the R value of 0.819 proves that there is a correlation with strong level of relationship from the independent variables of product, price, promotion, place, people, process, and physical Evidence to the dependent variable (patient decision for treatment). Furthermore, the value of the coefficient of determination (adjusted R square) is 0.657 or 65.7%, which means that the contribution of product, price, promotion, place, people, process, and physical evidence variables to the variation of the patient decision for treatment used in this research is 65.7%. The remaining 34.3% was influenced by other variables not discussed in this research.

#### **Result of F test Analysis**

Based on the f test result, it is known that the significance value is 0.000. The significance value is smaller than the predetermined significance value of 0.05 ( $0.000 < 0.05$ ). It can be concluded that the independent variables of product, price, promotion, place, people, process, and physical facility have a simultaneous effect on the patient decision for treatment. Thus, in the hypothesis (H1), it is known that the marketing mix

has a simultaneous effect on the patient decision for treatment at the Bhayangkara Bondowoso Hospital.

### **T test Analysis Results**

The t test is used to determine the extent of the partial or independent influence between the independent variables or between independent variables and the dependent variable. The partial effect of the independent variables of product, price, promotion, place, people, process, and physical facility on the dependent variable of the patient decision for treatment at the hospital can be seen in the table above.

Based on the result of the t-test, the effect of each independent variable on the dependent variable partially is as follows:

#### **a. Product variable**

The  $t_{\text{count}}$  value of the Product variable is 1.292 with a significance level of 0.198. This significance value is greater than the predetermined significance value of 0.05 ( $0.198 > 0.05$ ), so it can be concluded that the Product variable partially has no significant effect on the patient decision for treatment. Thus, in the hypothesis (H2.1), it is known that Product has no effect on patient decision for treatment at Bhayangkara Bondowoso Hospital.

#### **b. Price variable**

The  $t_{\text{count}}$  value of the Price variable is known to show a value of 1.292 with a significance level of 0.198. This significance value is greater than the predetermined significance value of 0.05 ( $0.198 > 0.05$ ), so it can be concluded that the product variable partially has no significant effect on the patient decision for treatment. Thus, in the hypothesis (H2.1), it is known that Price has no effect on patient decision for treatment at Bhayangkara Bondowoso Hospital.

#### **c. Promotion variable**

The  $t_{\text{count}}$  value of the Promotion variable is 2.996 with a significance level of 0.003. This significance value is smaller than the predetermined significance value of 0.05 ( $0.003 < 0.05$ ), so it can be concluded that the promotion variable partially affects the patient decision for treatment significantly. Thus, in the hypothesis (H2.3), it is known that the Promotion affects the patient decision for treatment at Bhayangkara Bondowoso Hospital.

#### **d. Place variable**

The  $t_{\text{count}}$  value of the Place variable is 1.509 with a significance level of 0.133. This significance value is smaller than the predetermined significance value of 0.05 ( $0.133 > 0.05$ ), so it can be concluded that the place variable partially does not affect the patient decision for treatment significantly. Thus, in the hypothesis (H2.4), it is known that the Place has no effect on the patient decision for treatment at Bhayangkara Bondowoso Hospital.

e. People variable

The  $t_{\text{count}}$  value of the People variable is 8.158 with a significance level of 0.000. This significance value is smaller than the predetermined significance value of 0.05 ( $0.000 < 0.05$ ), so it can be concluded that the people variable partially affects the patient decision for treatment significantly. Thus, in the hypothesis (H2.5), it is known that the People affects the patient decision for treatment at Bhayangkara Bondowoso Hospital.

f. Process variable

The  $t_{\text{count}}$  value of the People variable is 1.982 with a significance level of 0.049. This significance value is smaller than the predetermined significance value of 0.05 ( $0.049 < 0.05$ ), so it can be concluded that partially the process variable affects the patient decision for treatment significantly. Thus, in the hypothesis (H2.6), it is known that the Process affects the patient decision for treatment at Bhayangkara Bondowoso Hospital.

g. Physical facility variable

The  $t_{\text{count}}$  value of the Physical facility variable is 3.516 with a significance level of 0.001. This significance value is smaller than the predetermined significance value of 0.05 ( $0.001 < 0.05$ ), so it can be concluded that the physical evidence variable partially affects the patient decision for treatment significantly. Thus, in the hypothesis (H2.7), it is known that the Physical Evidence affects the patient decision for treatment at Bhayangkara Bondowoso Hospital.

The results of the t-test analysis based on data processing using SPSS Version 22.0 show that three variables have no significant effect on the patient decision for treatment (Y), namely product (X1), price (X2) and place (X4). While the other four variables have a significant effect on the patient decision for treatment (Y), namely promotion (X3), people (X5), process (X6), and physical facility (X7). The people variable (X5) is the variable with the highest influence on the patient decision for treatment at the hospital because its  $t_{\text{count}}$  has the highest value compared to the other variables, namely 8.158, and its

significant value of 0.000 is the lowest compared to the other variables. Thus, the hypothesis (H3) in this research cannot be accepted.

### **E. Interpretation**

This section describes the results of data analysis conducted by the researcher. Based on the results of research on 175 patients at Bhayangkara Hospital of Bondowoso District, most of the respondents gave good answers. The description of the indicators of the variables being studied provides information about the influence level of these variables on the patient decision for treatment at the Bhayangkara Hospital of Bondowoso District. The description is as follows:

1. Simultaneous influence on the decision for treatment at the hospital. The 7P marketing mix (product, price, place, promotion, people, process, physical evidence) simultaneously affects the decision for treatment. The independent variables of product, price, place, promotion, people, process, and physical evidence have a simultaneous effect on the patient decision for treatment variable. This is in line with previous research, including research conducted by Rotsana and Syakya (2016) and Kafa (2013). The results of this research are also in line with the theory presented by Kotler and Keller (2009) which stated that the marketing mix has an influence on consumer decision, in this case, patient decision to come again for treatment at the hospital in the future. The respondents conclude that the independent variables (product, price, place, promotion, people, process, and physical evidence) simultaneously affect patient decision for treatment significantly. This is because the 7Ps (product, price, place, promotion, people, process, and physical evidence) are a unified marketing mix strategy which contains aspects needed by the community.
2. Partial effect on the patient decision for treatment at the hospital. The product variable partially has no significant effect on the patient decision for treatment. This result is in line with previous research conducted by Anin (2018) which stated that there is no significant influence of product, price, promotion, people, physical evidence on the decision to choose a service. On the other hand, this research is not in line with the results of research conducted by Alfianti (2017) which stated that the product has a significant effect on the patient decision for treatment. This research is also in line with previous research conducted by Azizah and Raharjo (2020) which stated that the product has a strong influence on the patient decision to

come again to Bhayangkara Hospital for treatment. This research is not in line with research conducted by Indar (2012). Based on the description of the respondents' assessment of the product, most respondents agree with the statement, but it does not affect the decision for treatment at Bhayangkara Hospital because most patients at Bhayangkara Bondowoso Hospital were BPJS patients. BPJS for Health applies a tiered referral policy, so that patients can only choose the inpatient option, while the outpatient option requires them to follow the BPJS application system.

3. The effect of Price on the patient decision for treatment. Partially, the price variable has no significant effect on the patient decision for treatment. This result is in line with the results of previous research conducted by Azizah and Raharjo (2020), Anin (2018), and Kafa (2013). But it is not in line with the research conducted by Yaghoubi et al. (2018), Parendreng (2012), Sry Rachmawaty (2012), and Indar (2012). Based on the description of the respondents' assessment of the price, most respondents agree with the statement, but they also stated that it does not affect the decision for treatment at Bhayangkara Hospital because most patients at Bhayangkara Bondowoso Hospital were BPJS patients. BPJS patients only pay regular monthly fees.
4. The effect of Promotion on Patient decision for treatment. The promotion variable partially affects the patient decision for treatment significantly. The results of this research are in line with Azizah and Raharjo (2020), Parendreng (2012), Sry Rachmawaty (2012), Indar (2012), and Rotsana and Syakya (2016). But this research is not in line with Anin (2018) and Kafa (2013), which stated that promotion does not significantly affect the patient decision for treatment at the hospital significantly. Based on the description of respondents' assessments, promotion variable partially affects the patient decision for treatment significantly because promotion always provides the information needed by the community.
5. The effect of Place on the patient decision for treatment. Partially, the Place variable does not affect the patient decision for treatment significantly. The results of this research are in line with previous relevant research conducted by Bastani1 (2020), Sutisna (2019), Yaghoubi et al. (2018), Akbar (2012), Parendreng (2012), Rotsana and Syakya (2016), and Azizah and Raharjo (2020) which stated that the place affects patient decision for treatment. However, this is not in line with research conducted by Alfianti (2017) and Kafa (2013) which stated that place

does not affect the patient decision for treatment at the hospital. Based on the description of the respondents' assessment, most respondents agree with the statement, but they also stated that the place does not affect the decision for treatment at Bhayangkara Hospital because most patients at Bhayangkara Bondowoso Hospital were BPJS patients. BPJS for Health applies a tiered referral policy, so that patients can only choose the inpatient option, while the outpatient option requires the patients to follow the BPJS application system.

6. The effect of People on the patient decision for treatment. Partially, the people variable significantly influences the patient decision for treatment at the Bhayangkara Bondowoso Hospital. The results of this research are in line with previous relevant research conducted by Anin (2018), Ravangard et al. (2020), Fuad et al. (2019), Rotsana and Syakya (2016), and Sry Rachmawaty (2012). However, the results are not in line with previous relevant research conducted by Yaghoubi et al. (2018) which stated that there is no significant effect of the process on the patient decision for treatment at the hospital. Based on the description of respondents' assessments, the people variable partially affects the patient decision for treatment significantly. This is because the community/public needs the people that can show friendliness, speed of service, high quality service, and teamwork.
7. The effect of Process on patient decision for treatment. Partially, the process variable significantly affects the patient decision for treatment at the Bhayangkara Bondowoso Hospital. The results of this research are in line with previous research conducted by Sry Rachmawaty (2012), Parendreng (2012), Cahya et al. (2012), and Anin (2018) which stated that the process significantly affects the patient decision for treatment at the Bhayangkara Bondowoso Hospital. However, this research is not in line with Fuad et al. (2019), and Yaghoubi et al. (2018) which stated that there is no significant influence of the process on the patient decision for treatment at the hospital. Based on the description of the respondents' assessment, the process variable partially affects the patient decision for treatment significantly. This is because the community require the service process that is not complicated.
8. The effect of Physical Evidence on the patient decision for treatment. The physical evidence variable partially affects the patient decision for treatment significantly. The results of this research are in line with research conducted by Khodadad (2020), Fuad et al. (2019), Parendreng (2012), Sry Rachmawaty (2012),

and Cahya et al. (2012) which stated that physical evidence has a positive and significant effect on the patient decision for treatment at the Bhayangkara Bondowoso Hospital. But this research is not in line with research conducted by Yaghoubi et al. (2018) and Alfianti (2017) which stated that physical evidence does not have a positive and significant effect on the patient decision for treatment at the Bhayangkara Bondowoso Hospital. Based on the description of the respondents' assessment, the physical evidence variable partially affects the patient decision for treatment significantly. This is because the physical evidence needed by the community are comfort in the treatment process and the safety of the hospital environment.

9. The dominant influence on the patient decision for treatment at the hospital. The result of the t-test analysis shows that three variables have no significant effect on the patient decision for treatment (Y), namely product (X1), price (X2) and place (X4). While the other four variables have a significant effect on the patient decision for treatment, namely promotion (X3), people (X5), process (X6), and physical evidence (X7). The people variable (X5) is a variable with the highest influence on the patient decision for treatment because its  $t_{count}$  value is the highest compared to the other variables, namely 8.158, and its significant value is the smallest compared to other variables, namely 0.000. The results of this research are not in line with previous research conducted by Akbar (2012) which stated that the product is the variable with the highest influence. Based on the description of the respondents' assessment, the people variable significantly influences the patient decision for treatment because:
  - a. The significance value is the lowest, so the people variable has the highest influence or the strongest influence in the decision for treatment.
  - b. The result of interviews with respondents shows that the public require employees with friendly response, fast service, highly skilled doctors and nurses, high motivation to serve patients
  - c. For service organizations, service people usually hold dual positions, namely providing services and selling those services. Good, fast, friendly, thorough, and accurate service can create customer satisfaction and loyalty to the company which will ultimately improve the company's brand (Ratih, 2005:63).



## CONCLUSION

Based on the results of the analysis and discussion described in the previous chapter, the conclusions are as follows:

1. Based on the simultaneous test, the marketing mix which consists of product, price, promotion, place, people, process, and physical evidence variables simultaneously has a significant effect on the patient decision for treatment at Bhayangkara Bondowoso Hospital.
2. Based on the partial test (t test), the followings are obtained:
  - a. The product variable has no significant effect on the patient decision to go to Bhayangkara Bondowoso Hospital for treatment. This means that the product which may consists of fast response, 24-hour service, BPJS guarantee, availability of medical devices, and availability of class choices does not significantly affect the patient decision for treatment at Bhayangkara Bondowoso Hospital because most patients at Bhayangkara Bondowoso Hospital were BPJS patients. BPJS for Health applies tiered referral policy, so that patients can only choose health services for inpatient cases, while the outpatient cases are required to follow the application system of BPJS for Health.
  - b. The price variable has no significant effect on the patient decision for treatment at Bhayangkara Bondowoso Hospital. This means that the price which includes affordable rates, VIP facilities, service fees, and additional costs does not have a significant effect on the patient decision for treatment because most patients at Bhayangkara Bondowoso Hospital were BPJS patients. Patients of BPJS for Health only pay regular monthly fees.
  - c. The promotion variable has a significant effect on the patient decision for treatment at Bhayangkara Bondowoso Hospital. This means that promotion which includes promotional activities, promotional access, promotion through social media, promotion updates, and promotion effectiveness turns out to have a significant effect on patient decision for treatment. This is because Bhayangkara Bondowoso Hospital carries out service promotions every day and always updates the information needed by the community via social media.
  - d. The place variable has no significant effect on the patient decision for treatment at Bhayangkara Bondowoso Hospital. This means that the place which includes hospital location, transportation access, and parking space does not have a significant effect on

patient decision for treatment because most patients at Bhayangkara Bondowoso Hospital were BPJS patients. BPJS for Health applies a tiered referral policy, so patients can only choose health services for inpatient cases, while the outpatient cases are required to follow the application system of BPJS for Health.

- e. The people variable has a significant effect on the patient decision for treatment at Bhayangkara Bondowoso Hospital. This means that the people which include doctors and nurses' duties, trained staff, employee work motivation, teamwork, and employee communication turn out to have a significant effect on patient decision for treatment. This is because the friendliness of the officers, speed of service of officers, trained personnel, and collaboration can make the community choose to seek treatment at the Bhayangkara Bondowoso Hospital. The people are the front liner in providing services to the community, so surely this variable is highly influential on the patient decision for treatment at the Bhayangkara Bondowoso Hospital.
- f. The process variable has a significant effect on the patient decision for treatment at Bhayangkara Bondowoso Hospital. This means that the process that includes service information, practice schedule of doctors, and access to treatment turns out to have a significant effect on the patient decision for treatment. This is because the uncomplicated treatment services are what people need. In addition, Bhayangkara Bondowoso Hospital provides service information and service schedules on a regular basis and develops innovations to make the service process easier.
- g. The physical evidence variable has a significant effect on the patient decision for treatment at Bhayangkara Bondowoso Hospital. This means that the physical evidence which includes hospital design, hospital cleanliness, hospital security, and hospital waiting room turns out to have a significant effect on the patient decision for treatment. This is because the safety and comfort of the patient while being in the hospital will affect the patient decision in choosing treatment at the Bhayangkara Bondowoso Hospital. The hospital tries to improve the service by providing comfortable and clean waiting rooms.

Based on the t-test, the people variable is the variable that affect the patient decision for treatment at Bhayangkara Bondowoso Hospital the most.

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