

THE EFFECT OF MARKETING MIX ON PATIENT SATISFACTION IN THE REGIONAL TECHNICAL IMPLEMENTATION UNIT OF THE REGIONAL HEALTH LABORATORY OF BONDOWOSO DISTRICT

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ABSTRACT

Laboratory services are an integral part of health services that are needed to support health improvement, prevention, treatment, as well as health restoration. UPTD Labkesda Bondowoso is a Health Laboratory that plays a role in health development services as Community Health Efforts (Indonesian: UKM) and Individual Health Efforts (Indonesian: UKP) to support various health programs. UPTD Labkesda Bondowoso needs to improve its marketing strategy in providing satisfaction for patients. This research aims to determine the effect of the marketing mix (product, price, place, people, promotion, process, and physical evidence) on the satisfaction of patients receiving services from the UPTD Labkesda, Bondowoso District. This research is descriptive quantitative research. The analytical methods used are linear regression analysis, classical assumption test (multicollinearity test, heteroscedasticity test, and normality test). Data collection is done by using observation, questionnaires, and direct interviews. The number of samples is 357 and the number of populations is about 3,320 patients in several hospitals in Bondowoso District. This research uses the Product, Price, Place, People, Promotion, Process and Physical Evidence as the independent variables and patient satisfaction as the dependent variable. The results show that product, Price, Place, People, Promotion, Process, and Physical Evidence have a simultaneous effect on patient satisfaction. Partially, Product, Price, Place, People, and Physical Evidence have no significant effect on patient satisfaction. The Promotion is the only variable that has a significant effect on patient satisfaction.

Keywords: Product, Price, Place, People, Promotion, Process, Physical Evidence, And Patient Satisfaction.

INTRODUCTION

Today's healthcare industry faces enormous challenges. So many health care facilities have sprung up, both government and private, so that people have many alternatives of health service facility to choose. The most universal and widely developed marketing strategy is the marketing mix. Marketing mix is a strategy of mixing marketing activities to obtain optimal combination and maximum result. The components of the service marketing mix are Place, Product, Price, Promotion, People, Process, and Physical Evidence (Kotler & Armstrong, 2012).

Regional Technical Implementation Unit of The Regional Health Laboratory, hereinafter referred to as UPTD Labkesda, of Bondowoso is a Health Laboratory that plays a role in health development services as Community Health Efforts (Indonesian: UKM) and Individual Health Efforts (Indonesia: UKP) in the form of prevention, eradication of disease, provision and management of clean water sanitation, and improvement of the health of residential environments and other activities that are in Bondowoso District area and needed to support various health programs.

The services in the Labkesda of Bondowoso District are expected to be able to improve the health level of the community and provide information about environmental health conditions in Bondowoso District, as well as to increase the Regional Original Income (Indonesian: PAD) of Bondowoso District. There is a significant increase in the Regional Original Income (PAD) generated by Labkesda of Bondowoso District in the last 5 (five) years. However, there has been a decrease in the the Regional Original Income (PAD) since 2019. According to research conducted by Susanti (2018) at the Sumber Medika Clinical Laboratory, Bandung, the marketing mix of product, price and place influenced patient satisfaction, but the effect of promotion, people, and physical evidence on patient satisfaction was less.

For the reasons mentioned above, the researcher is interested in finding out the effect of the marketing mix that has been implemented on satisfaction of patients who have used laboratory services at UPTD Labkesda of Bondowoso. It can be used to measure the performance of UPTD Labkesda so far. The result can be used as a reference to determine the strategies to improve the condition or performance of the institution in the future and increase patient interest in using services at the institution.

RESEARCH METHOD

The research was conducted at the Regional Technical Implementation Unit (Indonesian: UPTD) Labkesda of Bondowoso having its address at Jalan Santawi Number 08, Nangkaan Village, Bondowoso City Sub-District. The research was conducted from January to March 2022. The population of this research were patients of the UPTD Labkesda of Bondowoso District with a total of 3,320 people.

Roscoe (1975) as quoted by Sekaran (2006), provided a general rule for determining sample size in which the sample size of more than 30 and less than 500 are appropriate for most research. Referring to this opinion, the sample in this research was determined by using Slovin formula because the population was quite large, namely 3,320 patients. The Slovin formula is as follows:

$$n = \frac{N}{1+N(e)^2}$$

n = sample size

N = population size

E = standard error 5 %

Based on the Slovin formula, the sample size is as follows:

$$n = \frac{3,320}{1 + (3,320 \times (0.05)^2)}$$

$$n = \frac{3,320}{9.3}$$

$$n = 356.9 = 357$$

Based on the calculation using the Slovin formula above, the number of samples used in the research was 357 samples (respondents).

Ghozali (2001) stated that "the purpose of data analysis is to obtain relevant information contained in the data and use the results to solve problems". The descriptive analysis method is used to obtain a systematic description and data related to the variables being studied so that the author can process and present systematic, accurate and accountable data.

According to Azwar (2012), validity of the instrument can be seen in the Corrected Item Total Correlation in which the instrument can be said to be valid if the value of r table is higher than 0.30. Validity is the degree of accuracy between the data that occurs in the object of research and the data that can be reported by the researcher (Sugiyono, 2010). The method used to test the validity is the product moment correlation calculated using the following equation (Arikunto, 2010).

$$r = \frac{N(\Sigma Y) - (\Sigma X)(\Sigma Y)}{\sqrt{[N(\Sigma X^2) - (\Sigma X)^2][N(\Sigma Y^2) - (\Sigma Y)^2]}}$$

Information:

r = Correlation

X = Score per Item in Variable

Y = Total Item Score in Variable

N = Number of Respondents

According to Arikunto (2010:164), reliability of the instrument that is in the form of multiple choice (multiple choice) or a graded scale is calculated using the Alpha formula as follows:

$$r_i = \frac{K}{K-1} \left\{ 1 - \frac{\Sigma S_i^2}{S_t^2} \right\}$$

Information:

r_i = Cronbach's Alpha reliability coefficient

k = Number of Items

ΣS_i^2 = Summation result of Item variance

S_t^2 = Variance of Item Total Summation

The following interpretation of the correlation coefficient is used to classify the reliability of the instrument.

Between 0.800 and 1.000 is very high

0.600 and 0.800 is high

0.400 and 0.600 is enough

0.200 and 0.400 is low

0.000 and 0.200 is very low

Classical Assumption Test

Classical assumption test is the initial stage used before linear regression analysis. According to Ghozali (2011), there are three deviations from classical assumption that quickly occur in the use of a regression model, namely multicollinearity, heteroscedasticity, and normality. The following is the explanation of the three deviations.

The normality test is used to test whether the variables (independent and dependent variables) in the regression model have a normal distribution or are at least close to normal (Ghozali, 2005). The normality of data is tested using the Kolmogorov-Smirnov Test statistically. The residual is normally distributed if it has a significance value of > 0.05 .

In general, the multicollinearity in this model is detected by observing the high value of R^2 in the model, but very small significance level (values) of the t-statistics obtained from the regression result and mostly tend to be insignificant. It can be done by considering the tolerance value, namely $1-R^2$. R^2 is the coefficient of determination of the regression of an independent variable to the rest of the other independent variables. After obtaining the tolerance number, then the VIF value is calculated. The VIF (Variance Inflation Factor) is the opposite (reciprocal) of tolerance. Thus, the higher the tolerance value, the lower the degree of collinearity. As for VIF, the lower the VIF value, the lower the degree of collinearity. The maximum VIF value that is commonly used to justify the existence of collinearity is 10.

The heteroscedasticity test aims to find out the inequality of variance in the regression model from the residuals of one observation to another observation. If the variance of the residuals from one observation is different to another observation, then it is called heteroscedasticity (Ghozali, 2011).

According to Ghozali (2013:142) one way to detect the presence of heteroscedasticity is to use the Glejser test. The Glejser test proposes to regress the absolute value of the residual on the independent variable. The probability result is said to be significant if the significance value is above the 5% confidence level.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a linear relationship between two or more independent variables (X_1, X_2, \dots, X_n) and the dependent variable (Y) (Ghozali, 2018: 95). This analysis is used to determine the direction of the relation of each independent variable and the dependent variable. Each independent variable may be positively or negatively related to the dependent variable. This analysis is also used to predict the value of the dependent variable if the value of each independent variable increases or decreases. The data is usually in an interval or ratio scale.

Multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$$

Information:

- Y = Dependent variable (predicted value)
- X_1 and X_2 = Independent variables
- a = Constant (Y value if $X_1, X_2, \dots, X_n = 0$)
- b = Regression coefficient (increase or decrease value)

Analysis of the Coefficient of Determination (R^2).

R^2 (R square) is a value that shows how much the independent variable (X) affects the dependent variable (Y). The value of R^2 ranges from 0 to 1 which indicates the magnitude of the combination of independent variables that together affect the value of the dependent variable. The R^2 value of 0.75 is included in the strong category, the R^2 value of 0.50 is in the moderate category, and the R^2 value of 0.25 is in the weak category (Hair et al., 2011). R^2 can be used not only in regression but also in all models to determine whether the model is good or not. For example, a model in a time series formula. R^2 can be used as an addition to strengthen the model along with the MSE indicator in the time series (Ghozali, 2016).

Simultaneous F Statistic Test

The F statistical test is carried out with the aim of showing that all independent variables included in the model have a joint effect on the dependent variable (Ghozali, 2018: 98). The test criteria used is a significance level of 0.05. If the significance value is 0.05, then the research model is not suitable for use.

Partial T Statistic Test

The t-statistic test is conducted to determine the effect of each independent variable on the dependent variable (Ghozali, 2018:98). If the significance value is < 0.05 then the hypothesis is accepted and if the significance value is > 0.05 then the hypothesis is rejected.

RESULT ANALISIS

1. Descriptive Statistics of Research Variables

Descriptions of research variables are useful to support the results of data analysis. The variables used in this research are product, price, place, people, promotion, process, physical evidence, and patient satisfaction. Therefore, the values obtained from respondents' answers are not always in the form of integers, so that the results of the respondent description analysis will be difficult to obtain when using the index analysis calculation technique.

2. Validity and Reliability Test Analysis

Based on the validity test, each indicator has a calculated r value of greater than 0.30. This means that the indicators used in the variables are feasible or valid to be used as a data collection tool. The test results also show that each variable has a Cronbach's Alpha value of greater than 0.60. So, it can be concluded that all variables used in this research are reliable.

3. Classical Assumption Test

a. Normality test

Normality test is a test to determine normality and aims to test whether the dependent variable and the independent variable both have a normal distribution or not. In the normality test, if the data of first and second lines spread around the diagonal line and follow the direction of the diagonal line, then the regression model meets the assumption of normality.

b. Multicollinearity Test

Based on the result of the Collinearity Statistics analysis, it is known that there is no multicollinearity in the model. This can be seen in the Attachment of the VIF value in which the value of each variable is less than 10.

c. Heteroscedasticity Test

The graph shows that the points that spread randomly do not form a certain clear pattern and are spread both above and below the value of 0 (zero) on the Y axis. This means that there is no deviation from the classical assumption of heteroscedasticity in the regression model, in other words, homoscedasticity hypothesis is accepted.

4. Multiple Linear Regression Analysis

Multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7$$

Information:

Y = Dependent variable (predicted value)

X_1 and X_2 = Independent variables

a = Constant (Y value if $X_1, X_2, \dots, X_n = 0$)

b = Regression coefficient (increase or decrease value)

a. Analysis of Coefficient of Determination (R^2).

R^2 (R square) is a value that shows how much the independent variable (X) affects the dependent variable (Y). The value of R^2 ranges from 0 to 1 which indicates the magnitude of

the combination of independent variables that together affect the value of the dependent variable. From the result of the coefficient of determination (R^2) test using the SPSS program, the adjusted R square (R^2) value (coefficient of determination) is 0.025, which means that the influence of the independent variable (X) on the dependent variable (Y) is 2.5%.

b. Simultaneous F Test

Simultaneous F test is a method to test the effect of the independent variable (X) on the dependent variable (Y) simultaneously or together based on the significance value. According to Ghozali (2011:101), if the significance value is < 0.05 , then the independent variable (X) simultaneously affects the dependent variable (Y). From the result of the Simultaneous F Test using the SPSS program, a significant value of 0.026 is obtained, which is < 0.05 , so that Hypothesis 1 (H1) is accepted. So, it can be concluded that the marketing mix variables (X1, X2, X3, X4, X5, X6 and X7) have a simultaneous effect on patient satisfaction (Y).

c. Partial t test

Partial t test is a method to test the effect of the independent variable (X) on the dependent variable (Y) individually based on the significance value. According to Ghozali (2011:101), if the significance value is < 0.05 , then the independent variable (X) partially or independently affects the dependent variable (Y).

From the test result using the SPSS program, the followings are obtained:

- a. The significance value of the product variable of marketing mix (X1) is 0.229 which is > 0.05 , so it can be concluded that the product variable (X1) has no significant effect on patient satisfaction (Y).
- b. The significance value of the price variable of marketing mix (X2) is 0.823 which is > 0.05 , so it can be concluded that the price variable (X2) has no significant effect on patient satisfaction (Y).
- c. The significance value of the promotion variable of marketing mix (X3) is 0.006 which is < 0.05 , so it can be concluded that the promotion variable (X3) has a significant effect on patient satisfaction (Y).
- d. The significance value of the place variable of marketing mix (X4) is 0.904 which is > 0.05 , so it can be concluded that the place variable (X4) has no significant effect on patient satisfaction (Y).
- e. The significance value of the people variable of marketing mix (X5) is 0.915 which is > 0.05 , so that it can be concluded that the people variable (X5) has no significant effect on patient satisfaction (Y).
- f. The significant value of the process variable of marketing mix (X6) is 0.916 which is > 0.05 , so it can be concluded that the process variable (X6) has no significant effect on patient satisfaction (Y).
- g. The significant value of the physical evidence variable of marketing mix (X7) is 0.86 which is > 0.05 , so it can be concluded that physical evidence (X7) has no significant effect on patient satisfaction (Y).

INTERPRETATION

The Effect of Marketing Mix Simultaneously on Patient Satisfaction at UPTD Labkesda.

Based on the first hypothesis (H1), the marketing mix can simultaneously affect patient satisfaction at UPTD Labkesda of Bondowoso. The results of the test and analysis show that, simultaneously, the marketing mix has a significant effect on patient satisfaction at the UPTD Labkesda of Bondowoso. It means that the first hypothesis (H1) is accepted. This could be due to aspects related to the simultaneous influence of the marketing mix on patient satisfaction, including:

- a. The marketing mix consists of 7 variables. If the 7 variables are carried out simultaneously, then there will be a significant impact on patient satisfaction at UPTD Labkesda of Bondowoso.
- b. The marketing mix in an institution must be carried out at once from product, price, promotion, place, people, process, and physical evidence. It cannot be separated from one another because people/patient satisfaction comes from a series of processes.

The Effect of Product in Marketing Mix on Patient Satisfaction at UPTD Labkesda of Bondowoso.

Based on the second hypothesis, the product can affect patient satisfaction at UPTD Labkesda of Bondowoso. The results of the test and analysis show that, in the marketing mix, the product has no significant effect on patient satisfaction at UPTD Labkesda of Bondowoso. So that Hypothesis 2 or H_2 is not proven to be true or H_2 is rejected. This is caused by several aspects including:

- a. The Product at UPTD Labkesda of Bondowoso is the health examination services. There are still many shortcomings in the clinical laboratory and environmental laboratory, including the unavailability of some clinical laboratory services, the unavailability of regular queue number based on patient arrivals, the unavailability of doctors that are on standby to explain the result of patient health examination.
- b. The product/service variable offered by UPTD Labkesda of Bondowoso must be supported by other marketing mix variables that support each other.
- c. In addition, the existence of many other clinical laboratories that also offer the same products as the UPTD Labkesda in Bondowoso District make people have many other options for checking their health.

The Effect of Price in Marketing Mix on Patient Satisfaction at UPTD Labkesda of Bondowoso.

Based on the third hypothesis, the price can affect patient satisfaction at the UPTD Labkesda of Bondowoso. The results of the test and analysis show that, in the marketing mix, the price has no significant effect on patient satisfaction at UPTD Labkesda of Bondowoso. So that Hypothesis 3 or H_3 is not proven to be true or H_3 is rejected. This is caused by several aspects including:

- a. The Price at UPTD Labkesda of Bondowoso are based on Regional Regulation No. 10 of 2017 concerning Public Service Retribution. The regulation regarding the price applies to all health service facilities under the Bondowoso Health Department so that people are familiar with the rates at Labkesda of Bondowoso.
- b. Some of the respondents in this research are civil servants so they automatically become BPJS Health participants, so the issue of price is less of a concern, because it is already covered by BPJS.

The Effect of Promotion in Marketing Mix on Patient Satisfaction at UPTD Labkesda of Bondowoso.

Based on the fourth hypothesis, the promotion can affect patient satisfaction at UPTD Labkesda of Bondowoso. The results of the test and analysis show that, in the marketing mix, the promotion has a significant effect on patient satisfaction at UPTD Labkesda of Bondowoso. So that Hypothesis 4 or H_4 is proven to be true or H_4 is accepted. This shows that the promotion that has been carried out by UPTD Labkesda of Bondowoso is in accordance with what is needed by the community in obtaining the information they need.

This is in line with research conducted by Wira (2016) which stated that the promotion variable has a significant effect on patient satisfaction.

The Effect of Place in Marketing Mix on Patient Satisfaction at UPTD Labkesda of Bondowoso.

Based on the fifth hypothesis, the place can affect patient satisfaction at the UPTD Labkesda of Bondowoso. The results of the test and analysis show that, in the marketing mix, the place has no significant effect on patient satisfaction at UPTD Labkesda of Bondowoso. So that Hypothesis 5 or H_5 is not proven to be true or H_5 is rejected. This means that the place variable can affect patient satisfaction, but the effect is not significant. This is caused by several aspects including:

- a. The place variable does not always affect the satisfaction of the patient, because there are other interrelated factors to influence it. This shows that wherever the place is, the community will always look for it when needed.
- b. The location of UPTD Labkesda of Bondowoso is indeed near the highway but far from the terminal and has a less spacious parking area.
- c. UPTD Labkesda of Bondowoso only serve laboratory examinations. It means that the patients who need another examination must go to another place that provides the service.

The Effect of People in Marketing Mix on Patient Satisfaction at UPTD Labkesda of Bondowoso.

Based on the sixth hypothesis, the people can affect patient satisfaction at UPTD Labkesda of Bondowoso. The results of the test and analysis show that, in the marketing mix, the people have no significant effect on patient satisfaction at UPTD Labkesda of Bondowoso. So that Hypothesis 6 or H_6 is not proven to be true or H_6 is rejected. This is caused by several aspects including:

- a. Not all employees at UPTD Labkesda of Bondowoso have received training on how to properly serve patients, so it is possible that they still cannot serve patients in a friendly manner and cannot communicate well.
- b. The appearance of all employees at UPTD Labkesda of Bondowoso needs to be improved by wearing good uniforms that can attract the attention of patients who use the services.

The Effect of Process in Marketing Mix on Patient Satisfaction at UPTD Labkesda of Bondowoso.

Based on the seventh hypothesis, the process can affect patient satisfaction at UPTD Labkesda of Bondowoso. The results of the test and analysis show that, in the marketing mix, the process has no significant effect on patient satisfaction at UPTD Labkesda of Bondowoso. So that Hypothesis 7 or H_7 is not proven to be true or H_7 is rejected. This is caused by several aspects including:

- a. The patient needs to go directly to the patient reception area to get the service, then the patient data is recorded, after that the patient is checked/examined and then waits until the results are complete.
- b. The length of waiting for the result of the examination is not the same. It depends on the type of examination requested and the number of patients on that day. The more the types of examinations, the longer the results are completed. The fewer the number of patients, the faster the results are completed.

The Effect of Physical Evidence in Marketing Mix on Patient Satisfaction at UPTD Labkesda of Bondowoso.

Based on the eighth hypothesis, physical evidence can affect patient satisfaction at UPTD Labkesda of Bondowoso. The results of the test and analysis show that, in the marketing mix, physical evidence has no significant effect on patient satisfaction at UPTD

Labkesda of Bondowoso. So that Hypothesis 8 or H_8 is not proven to be true or H_8 is rejected. This is caused by several aspects including:

- a. The UPTD Labkesda of Bondowoso provides patient waiting rooms, patient reception areas, sampling rooms, patient bathrooms and parking lots.
- b. The building of UPTD Labkesda of Bondowoso is still relatively new after going through renovations in 2020, so the facilities are still not complete yet.

CONCLUSION

Based on the research findings described above, the conclusions in this research are as follows:

1. The test results prove that the marketing mix simultaneously has a significant effect on patient satisfaction at UPTD Labkesda of Bondowoso. It means that the variables of the marketing mix, namely product, price, promotion, place, people, process, and physical evidence can simultaneously affect patient satisfaction. But partially, only the promotion variable that has a significant effect on patient satisfaction at UPTD Labkesda of Bondowoso. This shows that the influence of the marketing mix on patient satisfaction is very small. This is indicated by the coefficient of determination (R^2) that has a value of 2.5%.
2. The test results prove that, in the marketing mix, the product has no significant effect on patient satisfaction at UPTD Labkesda of Bondowoso. It means that laboratory products or services at UPTD Labkesda of Bondowoso will not affect patient satisfaction if it is not carried out with other marketing mix variables.
3. The test results prove that, in the marketing mix, the price has no significant effect on patient satisfaction at UPTD Labkesda of Bondowoso. It means that relatively affordable prices do not directly affect patient satisfaction, but other factors are needed to mutually support each other.
4. The test results prove that, in the marketing mix, the promotion has a significant effect on patient satisfaction at UPTD Labkesda of Bondowoso. It means that introducing the UPTD Labkesda of Bondowoso to the community is very important, because it is impossible for people to use the service when they do not know it.
5. The test results prove that, in the marketing mix, the place has no significant effect on patient satisfaction at UPTD of Bondowoso. It means that the community will visit UPTD Labkesda of Bondowoso when needed to get services wherever the place is.
6. The test results prove that, in the marketing mix, the people have no significant effect on patient satisfaction at UPTD of Bondowoso. It means that the service from people/employees is not the main concern of patients.
7. The test results prove that, in the marketing mix, the process has no significant effect on patient satisfaction at UPTD of Bondowoso.
8. The test results prove that, in the marketing mix, the physical evidence has no significant effect on patient satisfaction at UPTD of Bondowoso.

IMPLICATION

Based on the research conclusion, the implications obtained are that a health examination service laboratory must carry out the marketing mix simultaneously to satisfy the patients who use the services. It's because the satisfaction of a person cannot be determined by just one aspect.

Based on the research result, the suggestions are as follows UPTD Labkesda of Bondowoso should improve its performance by implementing all marketing mix variables simultaneously to increase patient satisfaction. The UPTD Labkesda of Bondowoso needs to emphasize the effort on the promotion to introduce the services to the people of Bondowoso.

Future research should expand the research area by involving a more varied sample including the occupation and education of the sample. Future researchers need to deepen and develop the instrument because basically there are many other factors that affect satisfaction of patients who use laboratory services at UPTD Labkesda of Bondowoso.

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