Contribution of Product, Price, Place, Promotion, and People (5P) Marketing Mix Strategy on Patients' Interest To Revisit

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Abstract

In the National Health Insurance (JKN) era, hospitals in Indonesia rapidly grew in number and also developed. In order to stand out amongst the competition, hospitals often rely on marketing strategies through attractive advertisements, offering unique services, and also introducing their services to the public. One method often utilized in the 5P marketing mix consists of product, price, place, promotion, and people. This study aims to identify the impact of 5P marketing mix strategies on the patients' interest in visiting Bandung Hospital in the city of Medan. Bandung Hospital in Medan conducted this quantitative study using a cross-sectional approach. This study involved 150 patients of Bandung Hospital's inpatient unit, which is the whole outpatient clinic patient (total sampling) during the May 2023 period. Analysis was carried out using frequency distribution, chi-square, and binomial logistic regression analysis. This study found that the majority of patients visiting Bandung Hospital belong to the 30-39 years age group (62.0%), are female (58.7%), hold a bachelor's degree (48.0%), and are visiting Bandung Hospital for the first time (62.7%). Most of the patients in this study have a good perception toward all aspects of 5P marketing strategies in Bandung Hospital and are interested in visiting the hospital again in the future (p<0.05), with place playing the biggest role in influencing patients' interest (OR = 4.082). According to all findings in this study, it can be concluded that marketing strategies such as the 5P marketing mix strategy positively influence patients' interest in visiting Bandung Hospital. It can also be inferred that this strategy would work in similar types of hospitals, not only in Bandung Hospital.

Keywords: Marketing mix, Hospital, Product-Price-Place-Promotion-People (5P), Patients

Abstrak

Dalam era Jaminan Kesehatan Nasional (JKN), rumah sakit di Indonesia bertumbuh secara pesat dan berkembang menjadi lebih baik. Salah satu upaya rumah sakit untuk dapat lebih mencolok di antara rumah sakit lain adalah melalui upaya pemasaran melalui iklan, menawarkan pelayanan yang unik, serta memperkenalkan pelayanan yang mereka sediakan secara langsung kepada masyarakat. Salah satu metode yang sering digunakan adalah strategi bauran pemasaran 5P yang terdiri dari *Product* (Produk), *Price* (Harga), *Place* (Tempat), *Promotion* (Promosi), dan *People* (Orang). Penelitian ini bertujuan untuk mengetahui pengaruh strategi bauran pemasaran 5P terhadap ketertarikan pasien untuk mengunjungi Rumah Sakit Umum Bandung, Medan. Penelitian kuantitatif dengan pendekatan potong-lintang ini dilakukan di Rumah Sakit Umum Bandung, Medan. Penelitian ini melibatkan 150 pasien rawat jalan Rumah Sakit Umum Bandung yang merupakan seluruh populasi (*total sampling*) klinik rawat jalan periode Mei 2023. Analisis data dilakukan melalui distribusi frekuensi, kai kuadrat, dan regresi logistik berganda. Penelitian ini menemukan bahwa mayoritas pasien yang mengunjungi Rumah Sakit Bandung berada pada kelompok umur 30-39 tahun (62%), perempuan (58.7%), berpendidikan S1 (48%), dan baru pertama kali mengunjungi Rumah Sakit Bandung (62.7%). Mayoritas pasien juga memiliki persepsi yang baik terhadap seluruh aspek 5P, dan berniat untuk mengunjungi kembali Rumah Sakit Umum Bandung, Medan (p<0.05), di mana tempat merupakan aspek yang paling memengaruhi keputusan pasien (OR=4.082). Berdasarkan temuan pada penelitian ini dapat disimpulkan bahwa strategi pemasaran seperti bauran pemasaran 5P berdampak positif terhadap ketertarikan pasien untuk mengunjungi kembali Rumah Sakit Umum Bandung. Selain itu, dapat juga disimpulkan bahwa strategi ini dapat berdampak di rumah sakit sejenis, bukan hanya di Rumah Sakit Umum Bandung.

Kata kunci: Bauran Pemasaran, Rumah Sakit, Product-Price-Place-Promotion-People (5P), Pasien

Introduction

A hospital is an institution that provides primary personal health care services in the community, from prevention to rehabilitation. As a result, providing high-quality service to patients is critical in order to satisfy them and create a positive brand image. (Rizkiawan *et al.*, 2019). According to the Indonesia Ministry of Health's Hospital Information System data, in 2023 there will be 3.130 hospitals across Indonesia, a seven percent increase from 2020 data of 2.925 hospitals or even a whopping 30.1% increase since the beginning of the JKN era. (Badan Pusat Statistik, 2015; Kumaiyah *et al.*, 2020; Ditjen Yankes Kementerian Kesehatan Republik Indonesia, 2023). With rapid hospital growth in Indonesia, especially in the JKN era, fierce competition among hospitals has become inevitable. (Kumaiyah *et al.*, 2020).

As hospitals change into profit-oriented businesses, hospitals also market their services to improve their sales by increasing the number of visits to the hospital and, in turn, to remain competitive in the markets. (Lubis *et al.*, 2021; Trisna *et al.*, 2021). Multiple factors played varying roles in influencing the number of patients visiting the hospital. Utilization of effective and efficient strategies is important for hospitals to remain recognized and exist in the market. (Demir and Ugurluoglu, 2019). Analyzing a company's internal and external factors can be used to draw up a strategy in response to current and future conditions (Fadhila and Diansyah, 2018). The marketing mix is one such strategy. Traditionally, the marketing mix consisted of utilizing marketing tools such as product/service, price, place, and promotion (colloquially known as the 4P marketing mix) to target the market. Non-traditionally, other components such as people (5P marketing mix) or even process and physical evidence (7P marketing mix) are also used to attract new customers and/or retain existing ones. (Kotler, 2022). A study in Lubuk Basung Hospital found that all seven components of the 7P marketing mix (product, price, place, promotion, people, process, and physical evidence) positively influenced patients' loyalty toward Lubuk Basung Hospital. (Yessy *et al.*, 2020). Drawing up this strategy is necessary to obtain and give the correct information for hospital management to determine the marketing strategy (Sulistiyani *et al.*, 2020).

As of the end of 2022, there were 68 hospitals in Medan, consisting of 54 general hospitals and 14 specialty hospitals. (Badan Pusat Statistik Provinsi Sumatera Utara, 2023). Amongst this hospital is Bandung Hospital, a class C hospital located in the subdistrict of Medan Petisah. Currently, there are 13 hospitals operating in the Medan Petisah subdistrict, 10 of which accept payment from BPJS Kesehatan. Besides that, there are six hospitals less than

two kilometers from Bandung Hospital, creating competition among these hospitals. However, unlike the other six hospitals, Bandung Hospital has no public transportation access, with the exception of taxis, ridesharing, or becak motor. Considering these conditions, this study aims to determine the impact of the marketing strategy on patients' interest in revisiting Bandung Hospital in the future.

Method

This is a quantitative analytic study with a cross-sectional design. This study was conducted from May to June 2023 at Bandung Hospital, Medan. The population (N) of this study is all patients of Bandung Hospital during the data collection study, amounting to 150 patients. Since the size of the population is relatively small, inclusion criteria for this study are: 1) patient from an outpatient department; and 2) fully conscious and able to give consent. The exclusion criteria for this study were any patient with visual or hearing impairment were excluded from this study.

Table 1. Questionnaire's Validity and Reliability

Item	Correlation	Cronbach's Alpha	Item	Correlation	Cronbach's Alpha
Product 1	0.808		Promotion 1	0.729	
Product 2	0.684		Promotion 2	0.879	
Product 3	0.684	0.841	Promotion 3	0.726	0.889
Product 4	0.744		Promotion 4	0.776	
Product 5	0.713		Promotion 5	0.837	
Product 6	0.846		Promotion 6	0.859	
Price 1	0.697		People 1	0.941	
Price 2	0.789		People 2	0.896	
Price 3	0.755	0.800	People 3	0.733	0.920
Price 4	0.636		People 4	0.838	
Price 5	0.660		People 5	0.737	
Price 6	0.698		People 6	0.907	
Place 1	0.974		Interest to Visit 1	0.819	
Place 2	0.931		Interest to Visit 2	0.616	
Place 3	0.790	0.921	Interest to Visit 3	0.699	
Place 4	0.931		Interest to Visit 4	0.783	0.857
Place 5	0.731		Interest to Visit 5	0.726	
Place 6	0.699		Interest to Visit 6	0.770	
			Interest to Visit 7	0.722	

This study was conducted using primary data. Primary data collection in this study was collected using a questionnaire. The questionnaire comprises six parts: product, price, place, promotion, people, and interest in visiting the hospital. This was tested in the same population one month before data collection, and only valid and reliable items from the questionnaire were used in this study. The questionnaire was tested on 30 samples (df: 28; r_{table}: 0,361). All

questionnaire items in this study were valid and were also reliable where the Cronbach's alpha was higher than 0.7 (Table 1).

Before participating in this study, all samples had received an explanation regarding this study and signed informed consent accordingly. Through this questionnaire, researchers determine patients' perceptions of the Bandung Hospital marketing mix and their interest in revisiting Bandung Hospital in the future.

This study has been approved by the Prima Indonesia University Health Research Ethics Committee with number 076/KEPK/UNPRI/V/2023. Data analysis for this study was carried out using SPSS for Windows to explain sample characteristics (univariate), the relationship between two variables (bivariate), and among all variables (multivariate). Bivariate analysis was carried out using chi-square, while multivariate analysis was carried out using binomial logistic regression.

Results

Table 2. Bandung Hospital Patients' Demographic

	f	%
Sex		
Male	62	41.3
Female	88	58.7
Age (years)		
20-29	39	26.0
30-39	93	62.0
40-49	13	8.7
50-59	5	3.3
Education		
SMP (Middle School)	3	2.0
SMA (High School)	32	21.3
D3 (Diploma)	37	24.7
S1 (Bachelor Degree)	72	48.0
S2 (Master Degree)	6	4.0
Occupation		
Public servant	13	8.7
Private employee	67	44.7
Entrepreneur	35	23.3
Teacher	6	4.0
Housewives	29	19.3
Visit Frequency		
Once	94	62.7
Twice or thrice	31	20.7
More than three times	25	16.6
Total	150	100

Table 3. Patient's Perception of Bandung Hospital and Patients' Interest to Revisit Bandung Hospital

	f	%
Product		
Great	110	73.3
Poor	40	26.7
Price		
Great	115	76.7
Poor	35	23.7
Place		
Great	104	69.3
Poor	46	30.7
Promotion		
Great	97	64.7
Poor	53	35.3
People		
Great	89	59.3
Poor	61	40.7
Interest to Visit		
Interested	90	60.0
Not Interested	60	40.0

Demographically, patients of Bandung Hospital are dominated by female patients (58.7%) rather than male patients (41.3%). The majority of the patients also belong to the 30- to 39-year-old age group (62%), have a bachelor's degree (48.0%), and work as private employees (44.7%). Most of the patients in this study also visited Bandung Hospital for the first time (62.7%), while the rest visited Bandung Hospital more than once (37.3%).

Marketing-wise, patients have a great perception of all aspects of Bandung Hospital's marketing mix strategy, be it product (73.3%), price (76.7%), place (69.3%), promotion (64.7%), or people (59.3%). Overall, most patients are interested in visiting Bandung Hospital again in the future (60.0%).

Bivariate analysis of the data of patients' perception of Bandung Hospital's marketing mix strategy and patients' interest in visiting Bandung Hospital in the future found that patients who had a great perception of Bandung Hospital's marketing mix strategy were more likely to be interested in visiting the hospital again in the future, whilst those who had poor perception were more likely not interested in visiting the hospital again in the future, with the exception of the product (21%) and price (26.0%) aspects of the marketing mix. Regardless of this difference, all aspects of the marketing mix strategies of Bandung Hospital were found to be positively impacting the interest of patients to visit Bandung Hospital ($p<0.05$).

Table 4. Relationship Between Marketing Mix and Patients' Interest to Revisit Bandung Hospital

	Interest on Bandung Hospital				*p*	OR
	Interested		Not Interested			
	f	%	f	%		
Product						
Great	78	52.0	32	21.3	0.000	0.423
Poor	12	8.0	28	18.7		
Price						
Great	76	50.7	39	26.0	0.005	0.605
Poor	14	9.3	21	14.4		
Place						
Great	77	51.3	27	18.0	0.000	0.382
Poor	13	8.7	33	22.0		
Promotion						
Great	71	47.3	26	17.3	0.000	0.490
Poor	19	12.7	34	22.7		
People						
Great	64	42.7	25	16.7	0.000	0.593
Poor	26	17.3	35	23.3		

OR in this table refers to OR of the patient's interest to revisit the hospital

Further analysis with binomial logistic regression also revealed that all aspects of Bandung Hospital's marketing mix strategies have an impact on patients' interest in visiting the hospital again in the future ($p < 0.05$). This analysis model also found that the place offered by the hospital has the biggest impact (OR = 4.082) on patients' decisions to visit the hospital in the future, followed by product (OR = 2.779) and promotion (OR = 2.561) (Table 4). Based on the model used in the analysis, marketing mix strategy accounted for 35.8% of patients' consideration in visiting again in the future, where the model has 76.7% accuracy.

Table 5. Impact of Marketing Mix on Patients' Interest in Revisit Bandung Hospital

	β	p-value	OR	95% C.I.	
				Lower	Upper
Product	1.022	0.027	2.779	1.122	6.885
Price	-0.049	0.922	0.952	0.352	2.572
Place	1.407	0.002	4.082	1.652	10.088
Promotion	0.941	0.025	2.561	1.123	5.841
People	0.610	0.142	1.840	0.815	4.156
Constant	-6.111	0.000	0.002		

Discussion

Multiple studies have found that marketing mix strategies like 5P (product, price, place, promotion, and people) are necessary to improve sales, or in the case of hospitals, their number of visits. (Mahyardiani *et al.*, 2020; Tarigan *et al.*, 2020; Lubis *et al.*, 2021; Trisna *et al.*, 2021; Bayty *et al.*, 2022; Waiman and Achadi, 2022; Alfani *et al.*, 2023; Amalia *et al.*, 2023; Sary *et*

al., 2023; Wulandari *et al.*, 2023). Syafira Hospital Pekanbaru utilizes a marketing mix by promoting its product and unique services (product), offering special prices and discounts for certain products or during certain times (price), having a strategic location in the city of Pekanbaru (place), publicizing its service through print and social media (promotion), and also having a wide array of human resources to provide necessary services to the patients (people).(Trisna *et al.*, 2021). Another study in Haji Hospital Jakarta found that product, price, place, promotion, people, and process positively influence patients' loyalty to the hospital (Wulandari *et al.*, 2023). Another one in Sultan Fatah Regional Hospital Demak found that poor perceptions of any marketing mix components discourage people from buying (using) the service in the future. (Alfani *et al.*, 2023).

This study found that Bandung Hospital has a relatively wide array of services and products, from general practice, emergency department, laboratory and radiology services, vaccination and immunization, specialist clinics, all the way to inpatients and surgery. The wide range of products offered to patients, such as complete clinical and pathology laboratories, specialist clinics (internist, obstetrician and gynecologist, pediatrist, surgeon, anesthesiologist, ophthalmologist, and psychiatrist), and radiology services, greatly impacted patients' perceptions of Bandung Hospital's products and also influenced their interest in visiting the hospital again in the future. These findings are parallel to the findings in other studies that hospital products or services, through their variations or qualities, positively impact hospitals' brands and patients' loyalty. (Lubis *et al.*, 2021; Budiman and Achmadi, 2023; Sary *et al.*, 2023).

Regarding the price, Bandung Hospital also offers competitive prices and is relatively affordable to the public around the hospital. As a type C hospital, it offered a more affordable price for a similar service compared to the type B hospital near Bandung Hospital. Especially in the era of JKN's universal health coverage, the partnership between Bandung Hospital and BPJS Kesehatan made Bandung Hospital very financially accessible to all patients. This result is supported by the bivariate analysis, which found that price positively influences patients' interest in visiting the hospital in the future. This was in accordance with other findings that price relevantly affected the public interest in accessing healthcare services (Edithia *et al.*, 2020; Ravangard *et al.*, 2020; Bayty *et al.*, 2022; Budiman and Achmadi, 2023). When patients have poor perceptions of hospitals' price and affordability, they are less likely to buy (use) the hospital's service in the future. (Alfani *et al.*, 2023). However, there is a study that found that price did not affect patients' loyalty to Stella Maris Hospital Makassar (Amalia *et al.*, 2023).

This, however, could be attributed to the availability of BPJS Kesehatan; hence, the patient did not consider price when deciding to choose any hospital. Bandung Hospital is located in the center of Medan, near the main road, making it a very strategic place. Ekawati and Andriani (2022) studies in Yadika Pondok Bambu Hospital found that hospital's location significantly affects patients' interest in visiting the hospital. So, to improve their accessibility, they also offer telemedicine to increase their presence for the patients, regarding the place (Ekawati and Andriani, 2022). However, a review study found that places do not significantly affect or minimally affect patients' decision to utilize healthcare services (Bandaso *et al.*, 2020).

Bandung Hospital promotions mostly rely on word of mouth rather than conventional advertising or social media advertising. Hospital activities on social media platforms can be utilized as a form of digital marketing. These presences are not only limited to the direct promotion of the hospital but also to providing health education to the public. This act can improve public perception of the hospital as part of its community, hence building brand awareness (Ekawati and Andriani, 2022). However, studies in Stella Maris Hospital Makassar and one other hospital found that promotion as well as price did not affect patients' loyalty to the hospital (Amalia *et al.*, 2023; Ramadhani *et al.*, 2023).

Bandung Hospital consists of 10 GPs, 15 specialists, and 126 medic and non-medic staff to provide service for the patients. All these human resources are highly trained and experienced to provide the best service for the patients visiting Bandung Hospital. This study finds that peoples in Bandung Hospital significantly affects patients' interest in visiting Bandung Hospital in the future. This study is in accordance with other studies in Permata Hari Hospital Mandau, Yadika Pondok Bambu Hospital, other hospital in West Sulawesi, and even in Iran where peoples are significantly affects patients interest in visiting a hospital (Ravangard *et al.*, 2020; Ekawati and Andriani, 2022; Tri Handayani *et al.*, 2022; Sary *et al.*, 2023). Adequate staff, staff empathy, skills and experience of the staff, and staff commitment are necessary aspects of care that significantly affect patients' loyalty (Ravangard *et al.*, 2020; Primasari *et al.*, 2021).

In this study it was found that place was the most impactful component that pique patients' interest to revisit Bandung Hospital. This is despite the fact that Bandung Hospital are located near several other hospitals and relatively located in smaller street compared to another hospital. This location most likely plays into Bandung Hospital's favor because it's resulted in a serene location, giving comfort to the patients.

Conclusion

Regardless of all components of the 5P marketing mix strategy having a significant relationship with patient interest to revisit Bandung Hospital in the future, its product, place, and promotion are the only three components that significantly influence patients' interest in revisiting Bandung Hospital. Despite the majority of patients having great perceptions of Bandung Hospitals' marketing mix strategy efforts, some poor perceptions show that there is room for improvements to be made.

Acknowledgment

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