

The effects of product, price, promotion, and place on patient satisfaction: a study in inpatient care of a regional public hospital in West Sumatra

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Abstract

Purpose: As a consumer, people always want something to satisfy themselves whether in goods or services. Hospitals always try to give consumers the best services. To improve consumer satisfaction, hospital managers apply product, price, promotion, and place. This research aims to study the relationship between *product, price, promotion, and place* with the satisfaction of ward patients in Arosuka Hospital. **Method:** This study used purposive sampling of 106 inpatients of Arosuka Hospital. **Results:** The results are on variable of product, $p = 0.027$, variable of price with $p = 1.00$, variable of promotion with $p = 1.00$, and variable of place with $p = 0.08$. From all variables, the product has the strongest relationship to the satisfaction of ward patients in RSUD Arosuka with $p = 0.021$. **Conclusion:** Product is the only variable that has a relationship with inpatient satisfaction in Arosuka Hospital. The product has the strongest relationship to inpatient satisfaction in RSUD Arosuka.

Keywords: product; place; promotion; satisfaction; marketing mix; Arosuka Hospital

Submitted:

November 17th, 2020

Accepted:

January 26th, 2020

Published:

February 27th, 2021

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INTRODUCTION

The hospital is an example of a service provider in the health sector. As an institution that provides services in the health sector, a hospital cannot be separated from implementing management, both human resource management and marketing management, in running its business to achieve its goals. In addition, increasing community awareness in the health sector and mindset change in investing in health has encouraged many parties to take advantage of existing market opportunities by building various health facilities such as hospitals [1].

In Indonesia, many hospitals have established their respective specifications and advantages. Each hospital has the same goal: meeting consumer needs and providing the best service to its customers. Many companies engaged in health services such as hospitals have resulted in intense competition among these

companies. Every hospital always tries to improve the quality of its service to consumers to survive and thrive in conditions of increasing competition like today [1].

People as consumers always want to satisfy their needs as goods or services that are best to meet their needs. Likewise, hospitals always try to provide the best service by prioritising quality to the community as its consumers. However, a problem often occurs: the gap between consumer expectations and management perceptions, where management does not always correctly understand what customers want. Service organisations should solve this problem [1].

The Arosuka General Hospital Solok was established in 2007. RSUD Arosuka has the status of a Type C Hospital that has provided limited specialist medical services. In supporting and delivering these services and developing hospitals, Arosuka Hospital has compiled three strategic plans (Renstra of 2007-2011,

2011-2015, and 2016-2020). However, during this period, the hospital did not experience a significant increase in service performance indicators, finance, and service development [2].

Customer satisfaction is the level of a person's feelings after comparing the perceived service quality performance to his expectations [3]. Satisfaction is the level of a person's feelings after comparing the performance or results to his expectations. Meanwhile, dissatisfaction arises when the results do not meet expectations. Customer satisfaction with a product or service is challenging if the service company or industry does not understand what consumers expect. One of the marketing strategies that can increase customer satisfaction is applying the product, price, promotion, place plus process, physical evidence, and people. This application guides hospitals to ensure services to consumers are the best [1].

Health service providers, such as hospitals, must implement marketing strategies to achieve the primary goal, namely optimal service to create patient satisfaction. Research shows that if each increase in the marketing mix variable is one unit, the patient satisfaction variable increases by 0.265. The results show that there is an influence between the marketing mix on patient satisfaction [4]. The results align with Andi Sani's research, which shows that the marketing mix influences patient satisfaction [5]. The marketing mix improves patient assessment of a service. If the patient's perception of the quality of service, in this case, the hospital provided, is good, then the patient's understanding of the hospital will be good. This condition can increase patient satisfaction.

Based on the 2018 Arosuka Hospital annual report, 4p (product, price, promotion, place) has several shortcomings. From the product sector Perbup No. 51 of 2014 dated 2 November 2014 concerning Hospital By-Laws RSUD Arosuka, the quality of service is still lacking, supporting equipment needs to be improved, maintenance of hospital equipment facilities and infrastructure is not yet good. In terms of price, the economic crisis reduces the community's ability to pay for health services. While the cost of medicines and medical devices is getting higher, the rates are not following the current conditions of the hospital. The payment process is still complicated and ineffective. Many poor people in Solok Regency, and not all people, have become members of the BPJS.

The 2016-2021 Renstra stated that the promotion capacity at Arosuka Hospital was still low. There is still a lack of leaflet presentations and promotional media for services at Arosuka Hospital, wherefrom the 2016-2021 Strategic Plan. Leaflets and promotional media for 2015 services are still around 40%, where the

target is 80%. Meanwhile, in terms of place, the location of Arosuka Hospital in Solok Regency is adjacent to the capital city of West Sumatra Province and Solok City. Therefore, people have more options for getting better health services, such as West Sumatra Province's capital city and the City of Solok. Furthermore, the new arrival of private hospitals, polyclinics, maternity hospitals, private doctors, and midwives' practices around Arosuka Hospital made the public aware that many health services to choose from where people would choose better services.

This existing phenomenon describes the less optimal use of the Strategic Plan of Arosuka Hospital, which includes parts of the product, price, promotion, and place. As a result, hospital administration could only make limited improvements in customer satisfaction.

METHODS

This study uses a quantitative approach with analytical survey research to determine the relationship between product, price, promotion, place, and patient satisfaction in the inpatient room of Arosuka Hospital, Solok Regency. The research design used was a cross-sectional study in which the dependent and independent variables were examined simultaneously and for a certain period. The data collection was carried out by purposive sampling.

RESULTS

Table 1 shows that most of the patients' perceptions of satisfaction at Arosuka Hospital were satisfied (93.4%).

Table 1. Inpatient consumer satisfaction in Arasuka Hospital (n = 106)

Satisfaction perception	%
No	6.6
Yes	93.4
Total	100,0

Table 2 shows that satisfying consumers were higher on the perception of a good product ($p = 0.027$) and place ($p = 0.080$), a less affordable price ($p = 1,000$), and less attractive promotion ($p = 1,000$).

Table 3 shows that the most dominant variable is the product variable ($p = 0.21$), which means that statistically, this variable has the most significant influence on patient satisfaction at Arosuka Hospital. Then the product has Exp (B) or odds ratio 0.155 with BE -1.861 means that the higher the excellent perception of the food product will reduce patient satisfaction by 0.15 times.

Table 2. The effect of patient perceptions about product, price, promotion, and place on customer satisfaction (n = 106)

Perception	Customer Satisfaction		Total %	p-value
	No %	Yes %		
Good product				
No	19,0	81,0	100,0	0,027
Yes	3,5	96,5	100,0	
Affordable price				
No	0,0	100,0	100,0	1,000
Yes	7,0	93,0	100,0	
Attractive promotion				
No	5,3	94,7	100,0	1,00
Yes	6,9	93,1	100,0	
Place				
Not good	17,6	82,4	100,0	0,080
Good	4,5	95,5	100,0	

Table 3. Patient perceptions about product, price, promotion, and place on customer satisfaction.

Variable	BE	Wald	Sig.	Exp(B)
Product	-1,861	5,294	0,021	0,155
Price	18,826	0,000	0,999	149994371,3
Promotion	1,004	0,727	0,394	2,730
Place	-1,275	1,549	0,213	0,279
Constant	-1,447	6,779	0,009	0,235

DISCUSSIONS

This study confirms other studies' findings of a significant relationship between product and patient satisfaction (6). Sani et al. reported that product factors substantially affect patient satisfaction in the inpatient installation in Islamic Hospital Faisal Makassar (5). A study in Surya Husadha Hospital Denpasar also concluded that the product positively affects patient satisfaction (1). In the Primary Eye Hospital, the product is the most influential on patient satisfaction (7). Riduan also found a relationship between the product and patient satisfaction at the Horas Insani Pematang Siantar Hospital. Patients rated the product well, and 61.67% strongly agreed that patient satisfaction correlated with the product. In addition, 28.57% of patients strongly agreed that the equipment used is excellent and according to what patients need for health services, where patients choose the hospital according to what they need (8).

The absence of a relationship between price and patient satisfaction contradicts Nury's study. The price

directly relates to patient satisfaction, meaning that if the patient perceives acceptable hospital service rates, then patients satisfy or vice versa (9). Furthermore, to achieve customer satisfaction, Levitt stated that every company must produce and deliver the goods and services consumers want at a reasonable price (10).

There is no relationship between price and satisfaction at Arosuka Hospital due to the BPJS insurance system applied in Indonesia so that the BPJS bears the medical expenses. However, based on the patient's membership status, 13.2% of respondents did not have a BPJS (General) due to the predominant middle and lower class who do not get information or do not understand BPJS, so they do not take care of the BPJS. Therefore, the respondents feel the cost of treatment requires much money, especially for hospitalized patients and the cost of the medicine.

The absence of a relationship between price and patient satisfaction in this study shows that the patient (respondent) does not make price the primary consideration for satisfaction in the hospital. A study found that price is not the primary consideration in respondent satisfaction. However, product quality, image, and superior performance are the primary considerations of respondents in the study (11).

Contrary to our study, Sijabat et al. found a significant relationship between promotion and patient satisfaction (6). Another study found a significant effect on patient satisfaction in inpatient installations (12). In another study on the impact of marketing mix on patient satisfaction, 73.8% rated promotion as influencing patient satisfaction (5).

Other people may invite people to use the hospital because they ask them to experience reasonable satisfaction, so he suggests others use it (13). Thus, marketing through word of mouth is more attractive to patients. Word of mouth communication, personal customer contact, public relations, and publicity to promote health services are suitable promotional methods Arosuka Hospital can use. Each tool for promotion has distinct advantages and disadvantages, so the hospital must use over one promotional tool to maximize profits and minimize losses (14). Besides word-of-mouth promotion, advertising plays a good role in the hospital's market share and profit. Advertising is a competitive tool for hospitals and is quite effective in a rapidly changing environment.

In another study, no significant relationship between place and patient satisfaction is not in line with a significant relationship between location factors and patient satisfaction (6). In other studies, location factor has a significant impact on patient satisfaction (15). Access to health services should be free from geographical, social, economic, and cultural conditions.

Geographical access uses transportation types, distance, travel time, and other physical barriers preventing a person from obtaining health services (16).

RSUD Arosuka is the only hospital in Solok Regency, so seeing this causes a place not to affect patient satisfaction. Therefore, their reason for using the services of this hospital was mainly not because of its proximity but more of the desire for recovery and good service for themselves even though it was far to reach, and Arosuka Hospital is the only hospital in Solok Regency.

Product statistically has the most significant relationship with patient satisfaction. Excellent perception of the product will decrease patient satisfaction by 0.15 times, in line with the study of Ahmad et al. that two factors, Production, and Promotion, are significantly related to patient satisfaction and are the first and second influencing factors (14). Then research at the Primary Eye Hospital said that the product is the most influential on patient satisfaction. However, in this study, an odds ratio of 4,014 was obtained where a good product would increase patient satisfaction by four times compared to a product, which is not in line with the results of the product odds ratio in this study (7).

CONCLUSION

Most of the patients treated in the Arosuka Hospital treatment room are satisfied with the hospital services. Therefore, the variable that affects patient satisfaction is the product. Conversely, the variables price, promotion, and place do not affect patient satisfaction.

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