

The Effect of Satisfaction on Marketing Mix on Loyalty of Outpatients Lubuk Basung Hospital

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ABSTRACT

This study aims to analyze the effect of satisfaction on the marketing mix on the loyalty of outpatients at Lubuk Basung Hospital. The population of this research is the patients of Lubuk Basung Hospital, with a total sample of 100 respondents. The analysis technique used in this research is path analysis. Based on the analysis, the results obtained (1) product satisfaction has a positive and significant effect on loyalty, (2) satisfaction with price has a positive and significant effect on loyalty, (3) satisfaction with location has a positive and significant effect on loyalty, (4) satisfaction with promotion has an effect positive and significant impact on loyalty, (5) satisfaction with employees has a positive and significant effect on loyalty, (6) satisfaction with the process has a positive and significant effect on loyalty, (7) satisfaction with the physical evidence has a positive and significant effect on loyalty.

Keywords: *satisfaction with the marketing mix, loyalty.*

1. INTRODUCTION

Hospital is a health service institution that provides complete individual health services that can be administered by the government and the private sector. Health services in hospitals can be in the form of outpatient services, inpatient services, and emergency services which include medical services and medical support.

The creation of customer satisfaction can provide benefits, including harmonious relationships between the company and its customers, providing a good basis for repeat buyers and creating consumer loyalty, and also forming word of mouth recommendations that are beneficial to the company. The concept of loyalty is more towards behavior than attitude and a loyal customer will show purchasing behavior which is defined as regular purchases. Customer behavior outcomes such as loyalty reflect organizational performance, and are largely accounted for by attitudinal or emotional responses [1].

Marketing is the key to achieving organizational goals more effectively than competitors by integrating marketing activities, setting prices and satisfying market needs and wants. The marketing mix is also a set of marketing components that companies use to achieve their marketing goals in target markets, service marketing needs an expanded marketing mix for services with the addition of non-traditional marketing mix elements, namely the process, the people, and physical evidence [2].

If the patient is satisfied with the marketing mix of services provided by the Lubuk Basung Regional Hospital, it can affect his loyalty. If the patient is sick again, he tends to go to the same place even though

there are many hospitals or other health service facilities. This means that patient loyalty is created here. For patients who do not get good service, especially in the elements of the marketing mix, they don't want to go there again, especially if they feel traumatized, the patient will look for another place to go back to treatment, because now there are many choices of hospitals that can be visited, even though the price much more expensive. So in this study prioritizing the satisfaction of the service marketing mix on patient loyalty, while the previous research only examined the effect of the service marketing mix on loyalty.

Seeing the increasing growth of hospitals in Agam and Lubuk Basung Regencies, especially with quality outpatient services, competition is realized or not, so that an effective hospital service marketing mix strategy is needed so that patients do not switch to other hospitals. Lubuk Basung Hospital, Agam Regency in providing services, a health service marketing strategy is needed which contains products / services, prices, locations, promotions, employees, processes, and physical evidence that can make patients satisfied.

The influence of patient loyalty on satisfaction in the marketing mix has a big influence. Therefore, the hospital must be able to adjust the marketing mix with the needs and desires of patients because by providing more satisfaction to patients compared to competitors, it will be able to create satisfaction with the marketing mix and ultimately the patient will be satisfied.

Seen from the product side, product satisfaction can affect patient loyalty. The product / service in question is the outpatient service offered by the Lubuk

Basung Regional Hospital to patients. Patients who are satisfied with the products /services of the Lubuk Basung Regional Hospital can affect their loyalty. So that the Lubuk Basung Regional Hospital needs to increase the needs and desires of patients for the services provided so that patients are satisfied and loyal to Lubuk Basung Hospital.

In terms of price, satisfaction with price can affect patient loyalty. Prices or fees incurred by patients while undergoing outpatient services must be in accordance with patient expectations. Prices in accordance with patient expectations will affect satisfaction with the price which ultimately will affect the loyalty of outpatients at Lubuk Basung Hospital.

In terms of location, satisfaction with location can affect patient loyalty. Patients who are satisfied with a location that is easily accessible can make it easier for patients to get services so that it affects their loyalty. But based on the results of observations made by researchers, it shows that there are several consumers who live in Lubuk Basung.

In terms of promotion, satisfaction with promotion can affect patient loyalty. This can be seen from the decline that occurred in 2014 of (7.02%) and the increase that did not meet the target showed that there were problems, especially in satisfaction with promotions. Lubuk Basung Regional Hospital needs to pay attention to satisfaction with its promotions so that it will affect patient loyalty.

Seen from the employee's point of view, employee satisfaction can affect patient loyalty. Satisfaction with the delivery of services performed by employees is an important factor in creating loyalty. Especially in service companies such as hospitals, hospitals need to pay attention to the satisfaction of employees in providing services to patients, thus affecting the loyalty of outpatients at Lubuk Basung Hospital.

Viewed from the process side, satisfaction with the process can affect patient loyalty. The service delivery process in accordance with patient expectations will affect patient loyalty. Service processes such as service procedures that comply with standards, responsiveness in service, accuracy in diagnosis, and recovery processes that comply with standards and patient expectations will affect loyalty.

In terms of physical evidence, satisfaction with physical evidence can affect patient loyalty. The satisfaction factor with physical evidence can also affect patient loyalty, while the physical evidence in question is a service room that matches patient expectations, complete equipment, and the presence of service instructions can affect patient loyalty.

Lubuk Basung Hospital which has good service, appropriate prices, is in a strategic location, supported by modern equipment and competent personnel to support services can affect patient loyalty. However, in reality the decreasing number of old patients could be an indication of a decrease in patient loyalty to Lubuk Basung Regional Hospital. The condition of decreasing number of old patient visits is a problem that must be considered by hospital management, because decreased loyalty can cause a decrease in the number of patient visits.

Starting from the phenomenon of the problems above, the author feels the need to examine various aspects related to satisfaction with the marketing mix on patient loyalty. This patient loyalty is important to analyze because it involves the existence of the Lubuk Basung Regional Hospital, Agam Regency so that it is still responded positively by the community. The author gives the title of this study about "The Effect of Satisfaction on the Marketing Mix on Loyalty of Outpatients of the Lubuk Basung Hospital".

2. METHOD

This type of research used in this research is descriptive causative research. This study aims to explain The Effect of Satisfaction on the Marketing Mix on Loyalty of Outpatients at Lubuk Basung Hospital. The population of this study were patients of Lubuk Basung Hospital with a total sample of 100 respondents. Proportional Random Sampling is a method used in sampling research. Data analysis using path analysis.

3.RESULT AND DISCUSSION

3.1 Instrument Test Results

Based on the instrument test on 30 respondents, the following results were obtained:

Table. 1. Validity Test Results

Variable	Invalid statement item number	Rhitung value	Cronbach alpha
Product Satisfaction	4	0.268	0.869
Price Satisfaction	-	-	0.817
Satisfaction With Location	11	0.227	0.856
Satisfaction With Promotion	16	0.199	0.860
Satisfaction of employees	24	0.341	0.863
	25	0.274	
Satisfaction of Process	30	0.324	0.886
Satisfaction with physical evidence	34	0.336	0.860
Loyalty	42	0.225	0.862
	45	0.341	

3.1.1 Path Analysis

The results of the path analysis can be seen in the Table. 2:

Table. 2
Product Path Coefficient, Price, Location, Promotion, Employee, Process and Physical Evidence
Against Patient Loyalty

Variable	Path Coefficient (β)	Don't count	Sig.
Product (X1)	.410	3,185	.002
Price (X2)	.214	2,359	.020
Location (X3)	.477	3,609	.011
Promotion (X4)	.378	2,386	.019
Employees (X5)	.350	2,797	.006
Process (X6)	.524	4,791	.006
Physical Evidence (X7)	.183	6,027	.000
R Square = 0.925			

Table 2 shows the product variables, price, location, promotion, employees, processes and physical evidence have a positive and significant effect on patient loyalty.

3.1.2. The Effect of Product Satisfaction on Patient Loyalty at Lubuk Basung Hospital.

The path coefficient value for the product variable on patient loyalty (Pyx_1) is 0.410 with the tcount value for the product variable is $3.185 > t_{\text{table}} 1.984$ and a large significance value of the significant level used ($0.002 < 0.05$) then H_0 is rejected. and H_a accepted. The test results can be concluded that product satisfaction has a positive effect Significant towards Patient Loyalty at Lubuk Basung Hospital.

3.1.3. The Effect of Price Satisfaction on Patient Loyalty at Lubuk Basung Hospital

From the analysis, it is obtained that the value of the path coefficient of the satisfaction variable on price to loyalty (Pyx_2) is 0.214 with the tcount for the price variable (X2) is $2.359 > t_{\text{table}} 1.984$ and the sig value $0.020 < 0.05$ then H_0 is rejected and H_a is accepted. The test results can be concluded that satisfaction with price has a positive and significant effect on patient loyalty at Lubuk Basung Hospital

3.1.4. The Effect of Satisfaction on Location on Patient Loyalty at Lubuk Basung Hospital.

From the analysis, it was obtained that the path coefficient value (Pyx_3) was 0.477 with the tcount value for the satisfaction of the location variable (X3) was $3.609 > t_{\text{table}} 1.984$ and the sig value $0.011 < 0.05$ then H_0 was rejected and H_a was accepted. The test results show that satisfaction with the location has a significant and positive effect on patient loyalty at Lubuk Basung Hospital.

3.1.5 The Influence of Satisfaction with Promotion on Patient Loyalty at Lubuk Basung Hospital

From the analysis, it is obtained that the path coefficient value (Pyx_4) is 0.378 with the tcount for the variable satisfaction with promotion (X4) is $2.386 > t_{\text{table}} 1.984$ and the sig value is $0.019 < 0.05$, then H_0 is rejected and H_a is accepted. The test results can be concluded that the satisfaction with the promotion has a significant and positive effect on patient loyalty at Lubuk Basung Hospital.

3.1.6 The Influence of Employee Satisfaction on Patient Loyalty at Lubuk Basung Hospital

From the analysis, it is obtained that the path coefficient value (Pyx_5) is 0.350 with the tcount for the employee satisfaction variable (X5) is $2.797 > t_{\text{table}} 1.984$ and the sig value is $0.006 < 0.05$, then H_0 is rejected and H_a is accepted. The test results can be concluded that employee satisfaction has a significant and positive effect on patient loyalty at Lubuk Basung Hospital.

3.1.7 The Influence of Process Satisfaction on Patient Loyalty at Lubuk Basung Hospital

From the analysis, it was obtained that the path coefficient value (Pyx_6) was 0.524 with the tcount for the satisfaction of the process variable (X6) was $4.791 > t_{\text{table}} 1.984$ and the sig value was $0.006 < 0.05$, then H_0 was accepted and H_a was rejected. The test results can be concluded that satisfaction with the process has a significant and positive effect on patient loyalty at Lubuk Basung Hospital

3.1.8 The Effect of Satisfaction with Physical Evidence on Patient Loyalty at Lubuk Basung Hospital

From the results of the analysis, the path coefficient value (Pyx_7) is 0.183 with the tcount for the satisfaction variable on physical evidence (X7) is $6.027 > t_{\text{table}} 1.984$ and the sig value is $0.000 < 0.05$,

then H_0 is rejected and H_a is accepted. The test results can be concluded that satisfaction with physical evidence has a significant and positive effect on patient loyalty at Lubuk Basung Hospital.

3.2 Discussion

3.2.1. The Influence of Product Satisfaction on Outpatient Loyalty in Lubuk Basung Hospital

The findings of this study prove that the loyalty of outpatients at Lubuk Basung Hospital is determined by the ease of obtaining services or registration of outpatient services, the many choices of outpatient services, the provision of fast, reliable and reliable outpatient services, providing comfortable services, get a positive experience, provide security guarantees, service as promised.

Based on the results of direct and indirect effects with path analysis, it is known that the product directly has a greater influence on the loyalty of outpatients at Lubuk Basung Hospital than the indirect effect. This indicates that the product is directly more effective in increasing patient loyalty at Lubuk Basung Hospital. This means that if outpatient products are in the form of easy access to rooms or outpatient rooms and the diversity of services is felt by patients, it will increase the loyalty of outpatients at Lubuk Basung Hospital.

The findings of this study are supported by the results of descriptive analysis which show that the product variables are in the sufficient category and loyalty is in the sufficient category. This is of course the cause of patients being loyal to outpatient services at Lubuk Basung Hospital because it is easier for patients to get outpatient services, the choice of many types of outpatient services, good quality health services, fast access to information about services, and comfort. After service, it will affect the loyalty of outpatients at Lubuk Basung Hospital

This is in line with the statements [3] that making customers loyal can be influenced by providing the best services and products to customers. [4] states that if a company offers a unique service product it will make it difficult for competitors to imitate it, or if there are few alternative competitors in the market, customers tend to stay or be loyal to the company. It can be interpreted that elements of service products at the hospital can affect patient loyalty. In the era of competition, one of the company's strategies to exist in the market is through product differentiation. Likewise with the hospital industry, the differentiation of products offered greatly affects patient loyalty [4].

3.2.2 The Effect of Price Satisfaction on Outpatient Loyalty in Lubuk Basung Hospital

The analysis shows that price has a positive and significant effect on patient loyalty. The better the price, the more outpatient Lubuk Basung Hospital will be. Price has a significant and positive effect on patient loyalty.

The findings of this study prove that the outpatient loyalty of Lubuk Basung Hospital is determined by the price according to the quality of outpatient services at Lubuk Basung Hospital, the affordable outpatient services at Lubuk Basung Hospital, the price of outpatient services at Lubuk Basung Hospital is quite competitive with other hospitals or competitors. and the price of outpatient services at Lubuk Basung Hospital in accordance with the purchasing power of the community.

Based on the results of the direct and indirect effect of path analysis, it is known that the price is indirectly more influential on patient loyalty in Lubuk Basung Hospital than the direct effect. The indirect effect of price on loyalty which has the most contribution is the direct effect of price through location. This shows that price can affect loyalty if it is supported by a good location, it will affect patient loyalty with a greater contribution than the direct influence and other indirect effects.

The findings of this study are supported by the results of descriptive analysis which show that the price variable is in the sufficient category and loyalty is in the sufficient category. This is of course the cause of patients being loyal to outpatient services at Lubuk Basung Hospital because if the quality of care services is in accordance with the price set and the competitiveness of competitive prices, it will affect the loyalty of outpatients at Lubuk Basung Hospital.

This is in line with the opinion of [5] which states that creating barriers so that consumers do not move is one of them by providing incentives for profitable customers, such as by giving discounts. According to [6], in general, hospitals face complicated problems when dealing with prices or service rates. At certain times, the service tariff must be increased so that the cost for the service can be covered at a minimum. However, this rate increase must also be done carefully so that the hospital does not lose its patients or customers. Thus the price element in the marketing mix needs to be considered so that patients or hospital customers remain loyal.

3.2.3 The Effect of Satisfaction on Promotion on Loyalty of Outpatients at Lubuk Basung Hospital

Based on the research results, it can be seen that the promotion variable has a significant and positive effect on patient loyalty. This means that the high and low loyalty of outpatients at Lubuk Basung Hospital is influenced by promotional variables.

This is in accordance with the opinion of [7] which states that there is a significant influence between promotion and customer loyalty. Research by [8] states that promotional services divert attention to financial incentives and encourage customers to switch to other brands and price sensitivity also diverts the importance of quality.

The promotional variables in this study were seen from the advertisements for outpatient services (print and electronic media) of the Lubuk Basung Regional Hospital which were attractive, the messages for the outpatient service advertisements of the Lubuk Basung Hospital were easy to understand, the information on the advertisements for outpatient services at the Lubuk Basung Hospital was complete and clear. advertisements are in accordance with facts, hospital public relations conduct counseling activities about outpatient services with interesting ones, and publications such as through circulars about outpatient services at Lubuk Basung Hospital are clear.

3.2.4 The Effect of Satisfaction with Location on Loyalty of Outpatients at Lubuk Basung Hospital

Based on the research results, it can be seen that the location variable has a significant and positive effect on patient loyalty. The better the location, the more loyal the outpatients of Lubuk Basung Hospital will be.

The findings of this study prove that the outpatient loyalty of Lubuk Basung Hospital is determined by a location that is suitable for smooth transportation access and is not jammed, a strategic location (in the middle of the city), the outpatient location of Lubuk Basung Hospital is a comfortable and pleasant place. Jalan RSUD Lubuk Basung which is not noisy.

Based on the results of direct and indirect effects with path analysis, it is known that the direct location has a greater influence on the loyalty of outpatients at Lubuk Basung Hospital than the indirect effect. This indicates that direct location is more effective in increasing patient loyalty at Lubuk Basung Hospital. This means that if the transportation access to the location is smooth, the location is strategic, the outpatient location of the Lubuk Basung Hospital is a comfortable and pleasant place, the outpatient location is not noisy, it will increase the loyalty of outpatients at Lubuk Basung Hospital.

The findings of this study are supported by the results of descriptive analysis which show that the location variable is in the sufficient category and loyalty is in the sufficient category. This is of course the cause of patients being loyal to outpatient services at Lubuk Basung Hospital.

The results of this study are in line with the opinion of [9] which states that strategic and easy-to-reach locations can increase customer loyalty. According to [10], consumer loyalty also lies in providing a company operating place that is easily accessible and can be available anywhere consumers need it. If the location is strategic, customers will always look for a place that suits their wishes.

3.2.5 The Effect of People Satisfaction on Outpatient Loyalty in Lubuk Basung Hospital

Based on the results of the analysis, it shows that people have a significant and positive effect on patient loyalty. The better the employees, the more loyal the outpatients of Lubuk Basung Hospital will be.

The findings of this study prove that the outpatient loyalty of Lubuk Basung Hospital is determined by employee friendliness, employee politeness, employee skills, and employee appearance. Based on the results of the direct and indirect effect with path analysis, it is known that employees have a greater influence indirectly on patient loyalty in Lubuk Basung Hospital. versus the direct effect. The indirect influence of employees on loyalty that has the greatest contribution is the direct influence of employees through location. This shows that employees can influence loyalty if supported by a good location, it will affect patient loyalty with a greater contribution than the direct influence and other indirect effects.

The findings of this study are supported by the results of descriptive analysis which show that employee variables are in the sufficient category and loyalty is in the sufficient category. This is of course the cause of patients being loyal to outpatient services at Lubuk Basung Hospital because if employees (medical personnel, paramedics, non-medics) are friendly, polite, skilled, and have a good appearance it will increase their loyalty.

This is line with the statement. According to [9] appearance, attitudes, and behavior of service personnel and other customers can shape the experience itself and affect satisfaction. According to [11] people are all actors who play a role in providing services so as to increase loyalty.

3.2.6 The Influence of Process Satisfaction on Outpatient Loyalty in Lubuk Basung Hospital

The process has a significant and positive effect on patient loyalty. Significant process towards patient loyalty, meaning that the better the service process of the Lubuk Basung Hospital will increase patient loyalty.

The process variables in this study were seen from the process of medical examinations such as (x-rays, blood tests, etc.) which were carried out quickly and carefully, medical treatment for outpatients was handled professionally, drug administration and disease diagnosis in appropriate outpatients, emergency assistance for patients. outpatient care is handled quickly, during the outpatient process the patient feels a positive development, medical action is safe for outpatients at Lubuk Basung Hospital, nurses and doctors pay attention to the development of outpatients, employees (doctors, nurses, and other officers) controlling outpatients on time, administering drugs and nutrition (food and drink) to regular outpatients, nurses and doctors handling outpatient

complaints properly, and outpatients of the Lubuk Basung Hospital feel that they are recovering quickly.

This is in line with the statement of [9] that creating and delivering product elements requires effective process design and implementation so that a good process design will provide a good and satisfying experience while a bad process provides a disappointing experience and the possibility of service failure.

3.2.7 The Effect of Satisfaction on Physical Evidence on Loyalty of Outpatients at Lubuk Basung Hospital

Based on the research results, it can be seen that the physical evidence variable has a significant and positive influence on patient loyalty. The better the physical evidence, the more loyal the outpatients of Lubuk Basung Hospital will be. Physical evidence variable has a significant effect on patient loyalty, meaning that the findings indicate that physical evidence provides meaning or contribution to the model.

The findings of this study prove that the outpatient loyalty of Lubuk Basung Hospital is determined by the building as a whole, the regulation of the traffic flow of people in the building, the feelings created when they are in the outpatient room, and the supporting facilities for hospital services. The patient assessed that both the physical evidence of outpatient services at Lubuk Basung Hospital. The existence of physical evidence will make patients comfortable, confident and confident in providing outpatient services at Lubuk Basung Hospital.

Based on the results of the direct and indirect effect of path analysis, it is known that physical evidence has a greater indirect effect on patient loyalty in Lubuk Basung Hospital than the direct effect. The indirect effect of physical evidence on loyalty that has the greatest contribution is the direct effect of physical evidence through location. This shows that physical evidence can affect loyalty if it is supported by a good location, it will affect patient loyalty with a greater contribution than the direct influence and other indirect effects.

The findings of this study are supported by the results of descriptive analysis which show that the physical evidence variables are in the sufficient category and loyalty is in the sufficient category. This of course causes patients to be loyal to outpatient services at Lubuk Basung Hospital because if the design of the room / outpatient room is attractive, the room is clean, the room arrangement is regular, the directions to the outpatient room are clear, the traffic flow of people in the building is regular Regular visiting hours, the temperature of the outpatient room at the Lubuk Basung Hospital, and the outpatient room at the Lubuk Basung Hospital, are fragrant and will affect their loyalty.

The results of this study are in line with the opinion of [9] the appearance of buildings, parks, vehicles, interior furniture, equipment, employee uniforms, signs, printed materials and various other cues that provide tangible evidence of the quality of company services, facilitate service and guide customers through service processes can have a profound influence on customer satisfaction and service productivity. According to [12] physical evidence is the physical environment of the company where services are created and where service providers and consumers interact, plus any tangible elements used to communicate or support the role of the service. Therefore, the main driver of a customer in response to the service environment is feeling.

4. CONCLUSIONS

Based on the results of research conducted in Lubuk Basung Hospital patients, it can be concluded that: product satisfaction, price, location, promotion, employees, processes and physical evidence have a significant and positive effect on outpatient loyalty of Lubuk Basung Hospital.

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