Relationship of Marketing Mix to Outpatient Loyalty at Cut Meutia Medika Nusantara Langsa General Hospital

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Article Info	ABSTRACT
	Patient loyalty is one of the key factors that hospitals must strive to achieve. This is because increasing patient loyalty can provide long-term benefits. This study is analytical in nature, using a cross-sectional study design. The independent variables in this study are process mix and physical evidence mix, while the dependent variable is patient loyalty. A total of 97 respondents were selected using the accidental sampling technique. Data were analyzed using univariate and bivariate analysis with the Chi-Square test and presented in frequency distribution tables. The results showed a significant relationship between the process mix (p-value = 0.000) and physical evidence mix (p-value = 0.000) with outpatient loyalty at RSUCM Medika Nusantara. The study concluded that the process mix and physical evidence mix in the outpatient department were still categorized as suboptimal and had an impact on outpatient loyalty at RSUCM Medika Nusantara. It is recommended that the hospital continuously evaluate its service processes and improve the availability of necessary facilities to enhance patient comfort during visits. This will ultimately lead to increased patient satisfaction and loyalty.

INTRODUCTION

The marketing mix is one of the key marketing strategies used to disseminate information widely, introduce a product, goods, and services, stimulate consumer interest in purchasing, and even create personal preferences toward the image of a product (Lestari & Puji, 2018).

The development of hospitals and outpatient services in Indonesia continues to progress, including national private hospitals, international hospitals, and government hospitals. According to data from the Ministry of Health, Indonesia has 2,344 registered outpatient hospitals nationwide. However, some hospitals have experienced a 0.04% annual decline in patient visits. This decline is attributed to the increasing number of hospitals, giving patients more choices in selecting their desired healthcare services and compelling hospitals to engage in healthy competition. Additionally, inadequate marketing strategies implemented by hospitals have contributed to the lack of patient visits (Tiasa & Risandi, 2023).

According to Nendika et al. (2022), the marketing mix is the core of a marketing strategy in which interrelated marketing elements are combined, organized, and appropriately utilized to achieve organizational goals while meeting consumer needs and demands. The marketing

mix plays a crucial role in influencing consumers to purchase the products or services offered by a company. Nendika et al. (2022) further emphasize that the marketing mix significantly impacts consumer purchasing decisions for goods or services provided by institutions. The marketing mix consists of 7Ps, namely: Product, Price, Promotion, Place, People, Process, Physical Evidence.

According to Yolanda (2022), patient loyalty plays a vital role in a healthcare institution. Maintaining patient loyalty not only increases profits but also ensures the sustainability of the institution. This factor is essential for hospitals and healthcare providers to retain their patients. Griffin (2010) states that loyalty refers to the behavioral tendency of decision-making units to continuously purchase goods or services from a chosen company. This study aims to examine the relationship between the process component of the marketing mix and patient loyalty in healthcare institutions.

METHODS

The research design used in this study is quantitative analytic with a Cross-Sectional Study approach, which is a type of research that emphasizes the timing of measurement.

RESULTS

Table 1. The Relationship Between Process Mix and Patient Loyalty

| Process Mix | Patient Loyalty | | | | Total | | p-Value |
| | Loyal | | Poor | | | | |
	n	%	n	%	n	%	
Good	36	94,7	2	5,3	38	40	0,000
Poor	1	1,7	58	98,3	59	60	
Total	37	100	60	100	97	100	

The results of this study indicate that out of 97 respondents, 38 respondents reported a Good Process Mix, with the majority being Loyal (36 respondents, 94.7%). Meanwhile, among the 59 respondents who stated that the Process Mix was Poor, the majority were Less Loyal (58 respondents, 98.3%). The Chi-Square test at a 95% confidence level ($\alpha = 0.005$) yielded a P-Value of 0.000 ($p < 0.05$), meaning that the alternative hypothesis (Ha) was accepted. Therefore, it can be concluded that there is a significant relationship between the Process Mix and Outpatient Patient Loyalty at Cut Meutia Medika Nusantara General Hospital, Langsa.

Table 2. The Relationship Between Physical Evidence Mix and Patient Loyalty

| Process Mix | Patient Loyalty | | | | Total | | p-Value |
| | Loyal | | Poor | | | | |
	n	%	n	%	n	%	
Good	36	94,7	2	5,3	38	40	0,000
Poor	1	1,7	58	98,3	59	60	
Total	37	100	60	100	97	100	

The results of this study indicate that out of 97 respondents, 38 respondents reported Good Physical Evidence Mix, with the majority being Loyal (23 respondents, 60.5%). Meanwhile, among the 59 respondents who stated that the Physical Evidence Mix was Poor, the majority were Less Loyal (47 respondents, 79.7%). The Chi-Square test at a 95% confidence level ($\alpha = 0.005$) yielded a P-Value of 0.000 ($p < 0.05$), meaning that the alternative hypothesis (Ha) was accepted. Therefore, it can be concluded that there is a significant relationship between the Physical Evidence Mix and Outpatient Patient Loyalty at Cut Meutia Medika Nusantara General Hospital, Langsa.

DISCUSSION

The results of this study conclude that the process mix at the Outpatient Installation of Cut Meutia Medika Nusantara General Hospital, Langsa, is still categorized as suboptimal. The service process remains confusing for patients; many arriving patients do not understand how to take a queue number independently without staff assistance near the queue machine. Additionally, the directional signs are not sufficiently clear, making it difficult for patients to locate the rooms they need to visit, particularly considering that most daily patients are elderly. A standardized service process is closely related to patient loyalty, as it involves all activities from the patient's arrival to receiving healthcare services. However, there are still patients who have to sit outside the consultation rooms due to the insufficient availability of seating.

CONCLUSION

This study concludes that the process mix in the Outpatient Installation of Cut Meutia Medika Nusantara General Hospital, Langsa, is still categorized as suboptimal.

It is recommended to continuously evaluate the service process and enhance the availability of necessary facilities to ensure patient comfort during hospital visits. Improving these aspects is expected to increase patient satisfaction and enhance patient loyalty.

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