The Influence of Marketing Mix on Interest of National Health Insurance Patient Re-Visitin Polyclinic at Hospital X

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Abstract- In general, the problem that is often faced by the hospital is that the hospital has not been able to provide services that match the expectations of service users. Marketing mix is a set of tools that a hospital can use to shape the characteristics of services offered to customers (patients). The purpose of this study is to determine the effect of marketing mix on the interest of re-visit national health insurance patients in Polyclinic at Hospital X. This study used 75 respondents as polyclinic patients in Hospital X registered as national health insurance participants who are considered quite representative of the population studied. The sampling technique used a random sampling method on each polyclinic taken proportionately. The analysis model used in this research is descriptive analysis, and multiple linear regression analysis. The test results showed a significant positive influence both simultaneously and partially marketing mix to the interest of re-visitnational health insurance patient in polyclinic atHospital X. The results also found that the marketing mix on product variables had a dominant influence on the interest of the patient's re-visit. The conclusion of this research is that Hospital X should consider the marketing mix and prioritize the improvement of product mix such as the type of service provided, either in the form of preventive, diagnostic, therapeutic and others.

Index Terms- marketing mix, national health insurance, interest of re- visit, hospital

I.INTRODUCTION

In general, the problem that is often faced by the hospital is that the hospital has not been able to provide services that match the expectations of service users. This is because the quality of services provided is still low so it can not produce the services expected by the patient [1]. According to Kotler and Keller [2], the ideal marketing is holistic marketing where a holistic approach is based on ways to solve complex and broad problems. The holistic marketing characteristic is an integration of four marketing concepts namely, internal marketing, integration marketing, social marketing, and relational marketing. A marketing strategy that can be used in the marketing of a service product is the marketing mix [3].

The marketing mix initially consists of a combination of 4P (Product, Price, Promotion, and Place) and added with four other elements, namely People, Process, Physical evidence and Customer service. These variables need to be combined and coordinated so that the hospital can perform marketing tasks effectively [4]. Marketing mix is expected to increase consumer perceived quality that is consumer assessment to a product. If the consumer perception of the quality of service provided by the hospital well then the image of the consumer (corporate image) of the hospital will be positive, this condition can increase customer satisfaction or patient (customer satisfaction). The impact of patient satisfaction is Customer Loyalty which is consumer behavior as a result of the services provided [5]. In order to create customer loyalty, companies need to manage demand to be inelastic by adjusting the marketing mix, taking into account service quality, intensive promotion, and relationship marketing [4].

hospital X is a hospital that has accreditation of type B. National health insurance is valid in hospital X since 2014 in cooperation with BPJS (name of implementing national health insurance). data taken from the RS Medical Record Section showed the average visit of patients using national health insurance from January to March 2016 in the polyclinic was 19,718 patients and emergency department was 9.313 patients. So the total of all the patients' visits was 27,131 patients.The number of visits by 2016 is decreased when compared to the average number of patient visits from January to March 2015, ie polyclinic patients are 21,739 patients and emergency department installations 6,122 patients with total visits of 27,901 patients.

The decline in the average of visits in 2016, is a problem that can not be ignored by the hospital, especially the part that handles hospital marketing. In addition, in the era of national health insurance which began in 2014, patient visits become important for hospitals. Reduced number of national health insurance patient visits in outpatient polyclinics may result in reduced hospital outcomes as well as disruption of operations and inadequate patient care by hospitals.

Based on the case, the problem raised in this research is whether the marketing mix (product, price, place, promotion, people, process, physical evidence, customer service) influences the interest of the re-visit of national health insurancepatient in Polyclinic at Hospital X.

Theoretical Basis

1. Concept of Re-Visit

Visits are the use of health facilities provided in the form of outpatient, inpatient, home visits by staff or in the form of other activities of the utilization of health care. The interest of the patient's re-visit in the health care is shown by the patient's visitation behavior to the health care unit as the level of

patient satisfaction to the health service. Interest in re-visit also means the patient's trust in the providers of health care in the fulfillment of their needs. The high interest of patient visits to health care facilities can be seen from the dimensions of daily, weekly, monthly and yearly [6]. Many factors influence the patient's re-visit. These factors should be able to be identified by health care providers in order to develop appropriate strategies to improve services and improve patient visits.

2. Concept of Marketing Mix

The marketing mix is a set of tools that a hospital can use to create the characteristics of the services offered to the patient. Tools in the marketing mix can be used to develop long-term strategies as well as to design short-term tactics programs. The marketing mix initially consists of 4P combination (Product, Price, Promotion, and Place). When viewed from the customer perspective then 4P can be formulated also be 4C (Customer's needs and wants, Cost, Communication and Convenience). In its development, a number of studies show that the implementation of 4P is too limited for the service sector so that this weakness leads many marketing experts to redefine the marketing mix to be more applicable to the service sector. As a result, the traditional 4P element is expanded and added with four other elements, namely People, Process, Physical Evidence and Customer Service. These variables need to be combined and coordinated so that the hospital can perform its marketing tasks effectively [4].

Product is a type of service provided, either in the form of preventive, diagnostic, therapeutic and others. This service should be viewed from the view of the consumer, meaning what can be given to relieve pain, cure illness, prolong life, reduce disability, etc. [7].

Meaning of price is not just a cost that must be paid for one type of examination or action, but the whole that must be spent by patients to get services in the hospital.According to Zeithaml (1998) in Tjiptono (2011), customer-oriented pricing is the perceived value of the product by both the economic and functional (industrial product) and psychological (consumer product) [8].

Meaning of place in the hospital includes the place of service, time spent, refferal concept, and others. Location of the facility often determines the success of a service, because the location is closely related to the potential market of a company.For example hospitals generally occupy large areas and located near densely populated areas, as hospitals aim to serve the general public at large. Site and location selection requires careful consideration of the following factors:

1. Access, such as location is easy access to public transportation.
2. Visibility, such as a visible location from the curb.
3. Secure and spacious parking lot.
4. Expansion, which is available a place large enough for business expansion in the future.
5. Environment, ie the surrounding area that supports the services offered.
6. Competition, ie the location of competitors.
7. Government regulations

Meanwhile the concept of promotion in the hospital is how patients know about the types of services available in the hospital, how they are motivated to use, then use it on an ongoing basis and disseminate the information to their peers. Promotion is the process of communicating the marketing mix variables that are very important implemented by the company in marketing the product. The essence of promotional activities is a form of marketing communication activity that seeks to disseminate information, influence, remind the target market to be willing to accept, buy, and loyal products offered by the company. Promotion activities of health care that exist in a hospital is growing rapidly given the increasing level of competition between hospitals. Promotion of health care in their implementation should be in accordance with the existing health care in the hospital and pay attention to the marketing ethics described by the American Marketing Association (AMA) which includes honesty, fairness and avoiding conflict with the aim of attracting consumers [9].

People is a vital element for the service marketing mix. Elements of people in the marketing of services can not be separated with the customer. Elements of people in a hospital or company act as "part-time marketers" whose actions and behaviors have a direct impact on the customer's output. Therefore, service organizations that have high contact with their customers such as hospitals should clearly determine what is expected of each employee in their interactions with customers. To achieve the expected standard, recruitment, training, motivation and employee performance appraisal methods are important to improve employee quality and marketing mix [4].

Physical evidence in the marketing mix may take the form of a brochure showing buildings, well-dressed and polite employees, attractive internal and external decoration, comfortable waiting rooms, and so on. This physical evidence is important because services have intangible characteristics that cause potential customers to be unable to judge a service before consuming it. Physical evidence provides an overview of the characteristics of the services offered, thus reducing the perceived risk level of the customer in the buying decision [8].

Process in the marketing mix is related to the production or operation process which is an important factor for high-contact services consumers who often also acts as the co-producer of the services concerned. In the service business, marketing management and operations management are closely related and hard to distinguish clearly. The process elements in the hospital can be seen from the ongoing health care process starting from registration, examination, drug taking and payment [7].

Customer Service can be defined as total quality of services perceived by customer. Therefore, responsibility for this marketing mix element can not be isolated only in the customer service department, but should be concern and responsibility of all production personnel of the service organization. Quality management services offered to customers are closely related to production and personnel design policies [4].

The success of marketing program depends of integration between external environment and internal organizationcapabilities. Thus the marketing program as a process of matching process and especially important in the context of service. Marketing mix is at the core of the

company's marketing system. These activities need to be combined and coordinated so that the company can do its marketing tasks as effectively as possible. So the company not only choose the best combination, but also must coordinate various elements of the marketing mix to implement marketing program effectively.

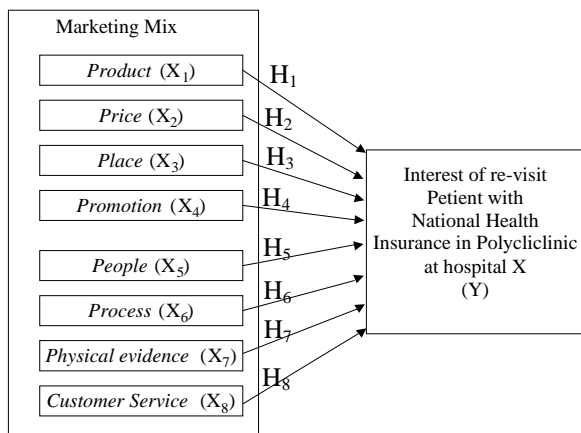The basic theories aboveand hypothesis are described as follows:

Figure 1. Conceptual Framework

Research Hypothesis

Based on the theoretical study above, the hypothesis of this research are:

H.1. There is the influence of product variable on the interest of patient re-visit with national healt insurance in polyclinic at hospital X.

H.2. There is the influence ofpricevariable on the interest of patient re-visit with national healt insurance in polyclinic at hospital X.

H.3. There is the influence ofplace variable on the interest of patient re-visit with national healt insurance in polyclinic at hospital X.

H.4. There is the influence of promotionvariable on the interest of patient re-visit with national healt insurance in polyclinic at hospital X.

H.5. There is the influence ofpeoplevariable on the interest of patient re-visit with national healt insurance in polyclinic at hospital X.

H.6. There is the influence of processvariable on the interest of patient re-visit with national healt insurance in polyclinic at hospital X.

H.7. There is the influence ofphysical evidencevariable on the interest of patient re-visit with national healt insurance in polyclinic at hospital X.

H.8. There is the influence ofcutomer servicevariable on the interest of patient re-visit with national healt insurance in polyclinic at hospital X.

H.9. Marketing Mix factors that have the most influence on the interest of patient re-visit with national healt insurance in polyclinic at hospital X.are Products variable.

II. METHODS

This type of research used in this study is quantitative methods.Data in this research use primary data. Primary data in this study was obtained by making and distributing questionnaires to 75 patients with national health insurance at polyclinic X hospital as respondents.

The sampling technique was conducted randomly on each polyclinic taken proportionally using questionnaire. Data analysis technique in this research use multiple linear regression analysis. The regression equation expected in this research is:

$$Y = bo + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + b_8X_8 + e$$

Y = interest of patient re-visit (dependent variable)

X = Marketing mix (independent variable)

a = Price constants (price Y when X = 0)

e = Error

b_1, b_2, ... b_8 = the regression coefficient number which shows the increase or decrease in the dependent variable based on the independent variable. If the value of b (+) then there is an increase, if the value of b (-) then there is a decrease.

While hypothesis testing is done by F test, t test, coefficient of determination multiple (R^2) and coefficient of determination partial (r^2).

III. RESULTS

Table 1. multiple linear regression

Variabel Independent	Koef. Regresi	Beta	t statistik	Sig.	Info
(Constant)	-1.042		-3.293	0.002	
Product	0.272	0.250	3.561	0.001	Signifikan
Price	0.166	0.192	2.756	0.008	Signifikan
Place	0.182	0.176	2.352	0.022	Signifikan
People	0.183	0.186	2.654	0.010	Signifikan
Promotion	0.152	0.161	2.075	0.042	Signifikan
Process	0.139	0.160	2.092	0.040	Signifikan
Physical evidence	0.137	0.148	2.105	0.039	Signifikan
Customer service	0.142	0.155	2.109	0.039	Signifikan

Multi R	0.863					
Adj. R Square =	0.714	F stat =	24.094	Sig-F	0.000	

Dependent Variable: Interest of re-visit

Based on Table 1, the result of F test is obtained F_{count} of 24,094 and probability (Sig-F) is 0.000 <0,05, this means there is influence together marketing mix consisting of product, price, place, promotion, people, process, physical evidence and customer service to the interest of the patient's re-visit on Hospital X. While the adjusted coefficient R square = 0.714 which shows the independent variables together influence the dependent variable by 71.4% the rest of 28.6% influenced by other variables not included in the research model.

Testing of significance indicates that Product variable (X1) has a t_{count} value of 3,561 sig of 0.001 <0.05. The value can prove Ho is rejected which means that there is a significant influence of product variables on the interest of the re-visit patient's at Hospital X. while the influence of product variables on the interest of re-visit patient can be shown with the beta coefficient of 25%.

The test results of significance indicate that Price variable (X2) there is a value for t_{count} of 2.756 and sig of 0.008 <0.05. there is a significant influence of Price variables on the interest of the re-visit patient's at Hospital X. while the influence of Price variables on the interest of re-visit patient can be shown with the beta coefficient of 19.2%. This means that the interest of the patient's re-visit can be explained by the price variable of 19.2%.

The test results of significance indicate that Place variable (X3) there is a value for t_{count} of 2.352 and sig of 0.022<0.05. there is a significant influence of Place variables on the interest of the re-visit patient's at Hospital X. while the influence of Place variables on the interest of re-visit patient can be shown with the beta coefficient of 17.6%. This means that the interest of the patient's re-visit can be explained by the Place variable of 17.6%.

The test results of significance indicate that Promotion variable (X4) there is a value for t_{count} of 2.654 and sig of 0.010<0.05. there is a significant influence of Promotion variables on the interest of the re-visit patient's at Hospital X. while the influence of Promotion variables on the interest of re-visit patient can be shown with the beta coefficient of 18.6%. This means that the interest of the patient's re-visit can be explained by the Promotion variable of 18.6%.

The test results of significance indicate that People variable (X5) there is a value for t_{count} of 2.075 and sig of 0.045<0.05. there is a significant influence of People variables on the interest of the re-visit patient's at Hospital X. while the influence of People variables on the interest of re-visit patient can be shown with the beta coefficient of 16.1%. This means that the interest of the patient's re-visit can be explained by the People variable of 16.1%.

The test results of significance indicate that Process variable (X6) there is a value for t_{count} of 2.092 and sig of 0.040<0.05. there is a significant influence of Process variables on the interest of the re-visit patient's at Hospital X. while the influence of Process variables on the interest of re-visit patient

can be shown with the beta coefficient of 16.0%. This means that the interest of the patient's re-visit can be explained by the Process variable of 16.0%.

The test results of significance indicate that Physical evidence variable (X7) there is a value for t_{count} of 2.105 and sig of 0.039<0.05. there is a significant influence of Physical evidence variables on the interest of the re-visit patient's at Hospital X. while the influence of Physical evidence variables on the interest of re-visit patient can be shown with the beta coefficient of 14.8%. This means that the interest of the patient's re-visit can be explained by the Physical evidence variable of 14.8%.

The test results of significance indicate that Customer service variable (X8) there is a value for t_{count} of 2.109 and sig of 0.039<0.05. there is a significant influence of Customer service variables on the interest of the re-visit patient's at Hospital X. while the influence of Customer service variables on the interest of re-visit patient can be shown with the beta coefficient of 15.5%. This means that the interest of the patient's re-visit can be explained by the Customer service variable of 15.5%.

IV. DISCUSSION

1. The influence of product on the interest of re-visit

Partially product variable significantly to the interest of patient's re-visit at hospital X. If seen from result of positive regresion, indicate product quality offered either hence interest of patient's re-visit also consumer will higher. This is the dominant variable of interest in re-visit. Alternatives that are highly in demand by product offerings in hospital X due to the choice of products that fit the needs, such as specialist services provided by the hospital, Polyclinic Support services, Polyclinic patient registration, Polyclinic service and Physician services in non-discriminating polyclinics - Distinguish the type of patient assurance, it will increase the interest of the patient's re-visit. This is because the product is something that can be offered to the market for the benefit, or consumption and that can satisfy the wants or needs. It can not only be a physical thing, but it can also be a service, other unreal ideas. For a company that understands this, of course not only sell the product itself, but besides it also sells benefits of the product, because consumers not only buy a bunch of physical attributes, but buy something that can make his wishes satisfied.

2. The influence of price on the interest of re-visit

Partially, the price variables significantly influence the interest of the patient's re-visit in hospital X. When viewed from the positive value of the regression coefficient, it indicates that the more suitable the price set by the hospital, according to quality, health insurance, the cost becomes lighter and get the service according to the insurance coverage, the interest of the patient's return visit will also be higher. This is because the tariff is the amount of money charged or a product or service or the sum of the value exchanged by consumers for the benefits of having or using the product on the service. So tariffs are a way for a salesperson to differentiate his offer from competitors. The more appropriate the price expected by the patient then the patient will feel satisfied, so the interest of patient re-visit better. A good tariff is indicated by the RS X

who can serve the national health insurance or BPJS, does not pay additional fees when seeking treatment at the polyclinic, obtaining services in accordance with the assurance and payment method in the polyclinic easy.

3. The influence of place on the interest of re-visit

Partially Place variables significantly influence the interest of patient re-visit at hospital X. If seen from positive value of regression coefficient, show the better place in hospital X hence interest of patient re-visit also will be higher. This is because the place in the hospital includes the place of service, time spent, the concept of referral, and others. Location of the facility often determines the success of a service, because the location is closely related to the market potential of a company. For example, hospitals occupy large areas and are located near densely populated areas, as they aim to serve the general public at large. Thus a place that satisfies the patient the higher the interest of the patient's re-visit.

4. The influence of promotion on the interest of re-visit

Partially, the promotion variable significantly influence the interest of the patient's re-visit at hospital X. If seen from positive regression coefficient, show the better promotion done by RS X then the interest of patient visit will also be higher. Promotion at the hospital is to let patients know about the types of services available in the hospital, how they are motivated to use, then use them on an ongoing basis and disseminate the information to their peers. Promotion is the process of communicating the marketing mix variables that are very important implemented by the company in marketing the product. The essence of promotional activities is a form of marketing communication activities that seek to disseminate information, influence, remind the target market to be willing to accept, buy, and loyal to the products offered by the company. Promotion activities of health services that exist in a hospital is growing rapidly given the increasing level of competition between hospitals. With the promotion of the better the interest of patient re-visit will increase.

5. The influence of people on the interest of re-visit

Partially, the variable of the people significantly influence the interest of patient's re-visit at hospital X. If viewed from the positive value of regression coefficient, show the better human resources in hospital X then the interest of patient visit will also be higher. People are also a vital element for the service marketing mix. This element in the marketing of services can not be separated with the customer. In a hospital or company people act as "part-time marketers" whose actions and behaviors have a direct impact on the customer's output. Therefore, service organizations that have high contact with their customers such as hospitals should clearly determine what is expected of each employee in their interactions with customers. To achieve the expected standard, recruitment, training, motivation and employee performance appraisal methods are important to improve employee quality and marketing mix [4]. With the better quality of human resources available in hospitals, it is expected that the better service, which will encourage the interest of re-visit to this hospital.

6. The influence of process on the interest of re-visit

Partially, the process variables significantly influence the interest of the patient's re-visit at hospital X. When viewed from the positive value of the regression coefficient, it shows that the better the process in hospital X then the interest of patient visit will also be higher. Process in the marketing mix is related to the production or operation process which is an important factor for high-contact services consumers who often also acts as the co-producer of the services concerned. In the service business, marketing management and operations management are closely related and hard to distinguish clearly. Elements of the process in the hospital can be seen from the process of health services take place starting from the process of registration, examination, drug taking and payment [7]. Good process in hospital for example in queue system of patient number served properly and need not wait long time, order of examination in Polyclinic not confusing patient, Nurse in doing work task with systematic and effective, and Doctor do examination on time, encourage patients to seek treatment back to this hospital.

7. The influence of physical evidence on the interest of re-visit

Partially, physical evidence variable significantly influence the interest of patient's re-visit at hospital X. If viewed from positive regression coefficient, show the better physical condition in hospital X then the interest of patient visit will also be higher. Physical evidence in the marketing mix can be a brochure featuring a building, an employee with a neat and polite appearance, an attractive internal and external decoration, a comfortable waiting room, and more. Physical evidence is important because services have intangible characteristics that cause potential customers to not judge a service before consuming it. Physical evidence will provide an overview of the characteristics of the services offered so as to reduce the level of risk perceived by customers in purchasing decisions [9].

8. The influence of customer service on the interest of re-visit

Partially cutomer service variables significantly influence the interest of patient re-visit at hospital X. If seen from positive value of regression coefficient, indicate that the better quality of customer service given by hospital X hence interest of patient visit also higher. Customer Service (patient service) can be interpreted as the total quality of services perceived by the customer. Therefore, the responsibility for this marketing mix element can not be isolated only in the customer service department, but should be the concern and responsibility of all production personnel of the service organization. Quality management services offered to customers are closely related to production and personnel design policies [4]. When good hospital services such as the appearance of all the hospital service personnel are attractive and presentable, the overall attitude and facial expressions are pleasant and pleasant, the officers who speak with pleasant tones and the hospital staff can explain clearly and patiently, the hope of service the satisfactory will be quickly achieved so it will encourage to re-visit.

V. CONCLUSION

1. The results of the study found that there was a significant positive influence both simultaneously and partially of product variable, price variable, place variable, promotion,

people, process, physical evidence, and cutomer service on the interest of the patient's re-visit with the national health insurance in the polyclinic at hospital X.

2. Marketing mix factors in product variables have a dominant influence on the interest of patient re-visit with national health insurance in polyclinic at ospital X. It can be seen on beta value of product variable has the biggest value that is equal to 0,250 or equal to 25%.

VI. RECOMMENDATION

1. Prioritize improvements to the product, as it proves to be the dominant variable that affects the interest of repeat visits, by providing these types of services can be preventive, diagnostic, and therapeutic services and so on.

2. For the next researcher can do similar research with location and object of different research and add other marketing mix variable, so that can be obtained better result of research..

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