THE INFLUENCE OF SERVICE QUALITY AND MARKETING MIX OF INPATIENT SATISFACTION AT IBU ANAK ASIH HOSPITAL, SOUTH JAKARTA

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Abstract

Patient Satisfaction becomes the measurement of the success of a hospital, based on the data of Ibu Asih Hospital South Jakarta, the number of inpatient visits has decreased significantly in 2014 to 2016. This becomes an issue that must be considered by Hospital Management. The purpose of this study is to determine the effect of Service Quality and Marketing Mix both partially and jointly to the Satisfaction of Inpatients at at Ibu Anak Asih Hospital, South Jakarta. The research method used in this research is descriptive associative with quantitative approach, that is by describing the condition of the respondent and the description of research variables in the frequency table and the percentage of the questionnaire distributed by means of data analysis procedure. The sample in this study using simple random sampling technique with total sample of 100 respondents. Data analysis techniques use multiple linear regression. Research design using One-shot case study That is an experiment conducted without any comparison group and also without any preliminary test. The results showed that: (1) There is a positive influence and significant Quality of Service to Patient Satisfaction. (2) There is a positive and significant effect of Marketing Mix on Patient Satisfaction. (3) there is a positive influence and significant Quality of Service and Marketing Mix simultaneously to Patient Satisfaction. The findings of research results in this study is the highest indicator of marketing mix is a promotion with an average value of 4.4 while the lowest is the price with an average value of 3.98. The implications of this research are; (1) Quality of Service which is reflected by high reliability indicator hence can increase patient's satisfaction; (2) Marketing mix that is reflected by the high indicator of physical evidence can increase patient satisfaction.

Keywords: Service Quality, Marketing Mix and Patient Satisfaction.

Abstrak

Kepuasan Pasien menjadi tolok ukur keberhasilan sebuah rumah sakit, berdasarkan data Rumah Sakit Ibu Asih Jakarta Selatan, jumlah kunjungan rawat inap telah menurun secara signifikan pada tahun 2014 hingga 2016. Hal ini menjadi masalah yang harus diperhatikan oleh Manajemen Rumah Sakit. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Kualitas Layanan dan Bauran Pemasaran baik secara parsial maupun bersama-sama terhadap Kepuasan Pasien Rawat Inap di Rumah Sakit Ibu Anak Asih, Jakarta Selatan. Metode penelitian yang digunakan dalam penelitian ini adalah deskriptif asosiatif dengan pendekatan kuantitatif, yaitu dengan menggambarkan kondisi responden dan deskripsi variabel penelitian pada tabel frekuensi dan persentase kuesioner yang disebarkan dengan menggunakan prosedur analisis data. Sampel dalam penelitian ini menggunakan teknik simple random sampling dengan jumlah sampel 100 responden. Teknik analisis data menggunakan regresi linier berganda. Desain penelitian menggunakan studi kasus One-shot Yaitu percobaan yang dilakukan tanpa kelompok pembanding dan juga tanpa tes pendahuluan. Hasil penelitian menunjukkan bahwa: (1) Ada pengaruh positif dan Kualitas Layanan yang signifikan terhadap Kepuasan Pasien. (2) Ada pengaruh positif dan signifikan Bauran Pemasaran terhadap Kepuasan Pasien. (3) ada pengaruh

positif dan signifikan Kualitas Layanan dan Bauran Pemasaran secara simultan terhadap Kepuasan Pasien. Temuan hasil penelitian dalam penelitian ini adalah indikator bauran pemasaran tertinggi adalah promosi dengan nilai rata-rata 4,4 sedangkan yang terendah adalah harga dengan nilai rata-rata 3,98. Implikasi dari penelitian ini adalah; (1) Kualitas Layanan yang dicerminkan oleh indikator reliabilitas tinggi sehingga dapat meningkatkan kepuasan pasien; (2) Bauran pemasaran yang tercermin dari tingginya indikator bukti fisik dapat meningkatkan kepuasan pasien.

Kata kunci: Kualitas Layanan, Bauran Pemasaran dan Kepuasan Pasien.

Introduction

The success of a hospital, determined by its management capabilities in exploiting the opportunities that exist in the community and managing the existing marketing mix. In the marketing service mix of products, prices, places and promotions are factors that can affect and encourage a consumer to consume services offered. The need for knowledge on marketing mix factors is increasingly recognized because with a marketing mix strategy that is accurate a hospital can achieve its objectives. In addition to the marketing mix, service quality is also a determining factor in decision making choosing a hospital.

Ibu Anak Asih Hospital is one of the hospitals located in South Jakarta City. Ibu Asih Hospital has been nationally accredited by the Ministry of Health of the Republic of Indonesia. This accreditation certificate covers 16 service areas: management and administration, medical services, emergency services, nursing service, medical record, pharmacy, occupational health and safety, radiology, laboratory, operating room, prevention of nosocomial infection, high risk perinatal, , nutritional services, intensive care services and blood banks.

Based on the observation, the writer saw the problem of dissatisfaction of patient of Ibu Anak Asih Hospital South Jakarta among others are still many patients who feel dissatisfied to stay at Rumah Sakit Ibu Putih South Jakarta, the quality of service given to the patient is not optimal yet, the marketing mix is still less satisfactory, still lack of medical medical equipment, the price of hospitalization is expensive, the

cleanliness of the bathroom is not awake, the patient feels uncomfortable and the parking lot is less extensive.

Ibu Anak Asih Hospital has hope to improve the quality of human life as worship and gain trust from every patient. Preliminary data obtained from Ibu Anak Asih Hospital is known that the number of patient visits in the unit of Rumah Putih Ibu Asih Hospital in the last 5 years has fluctuated.

the number of inpatient visits at Rumah Sakit Ibu Putih Jakarta Selatan increased by 17.7% in 2013, but in 2014 the patient's visit decreased by 1.2%, in the following year that is 2015 patient visit again sufficient decrease significant 37.6% and in 2016 inpatient visits again declined even though only 0.2%. This condition is certainly a problem that must be considered by the management of the hospital.

Based on the above description, the researchers feel the need to conduct research with the title "The Influence of Service Quality and Marketing Mix of Satisfaction of Inpatient Hospital at Rumah Sakit Ibu Anak Asih Jakarta Selatan".

Research purposes
1. Does the quality of service and marketing mix simultaneously affect the satisfaction of inpatients at Ibu Anak Asih Hospital.
2. Does the marketing mix partially affect the satisfaction of inpatients at Ibu Anak Asih Hospital.
3. Does the quality of service partially affect the satisfaction of inpatients at Ibu Anak Asih Hospital.

Contribution of Research

The results of this study are expected to provide thought contribution for the hospital management to improve the quality of service and marketing mix in order to achieve the company's goal of patient satisfaction

a. For Authors

By doing this research, the writer get more insight and knowledge about the influence of marketing mix and service quality to the satisfaction of inpatient patient in hospital.

b. For The University

The results of this study can be used as a reference addition to the campus or as a reader for students of the Hospital Administration Masters.

c. For Further Researchers

Can be used as reference of further researchers to research with similar titles at different research sites.

Research methods

This research was conducted on inpatient at Ibu Anak Asih Hospital which is located at Jalan Panglima Polim 1 No. 34 Kebayoran Baru, South Jakarta. The research time started from November 2017 to February 2018. This research was conducted in stages starting from observation, proposal submission, counseling consultation, questionnaire making until data processing.

The research method is associative quantitative research, which means that research is conducted based on existing theory, and to know the influence between independent variable and dependent variable is used statistical analysis.

Population in this study were all inpatients at Ibu Anak Asih Hospital South Jakarta in October 2017 which amounted to 131 people. The number of samples used in this study as much as 98, but rounded by researchers to 100 respondents dengam using slovin formula.

Research result

The distribution of sex of the respondents was 100 female (100%). Based on the age of respondents 17-30 years as many as 41 people (41%), 31-50 years as many as 52 people (52%) and age> 51 years as many as 7 people (7%). Based on the level of education respondent high school as many as 52 people (52%), 43 graduates (43%) and 5 (5%) master. Based on the type of work of housewives respondents as many as 54 people (54%), private employees as many as 16 people (16%), civil servants as many as 23 people (23%) and entrepreneurs as many as 7 people (7%).

Explanation of good service quality is Rumah Sakit Ibu Asih South Jakarta has a reliable medical personnel so that it can cause patient confidence to recover, while the quality of service is not good medical equipment used less sophisticated. Based on that, the patient at Ibu Asih Hospital South Jakarta perceived the quality of the service received differently. Explanation of good marketing mix is Ibu Anak Asih Hospital South Jakarta often carry out social activities such as cataract free operation as promotion, while the marketing mix is not good is the cost of health service of Ibu Anak Asih Hospital South Jakarta is more expensive than other hospital. The explanation of good patient satisfaction is the patient feel comfortable and safe in the environment of Ibu Asih hospital South Jakarta, while the less satisfaction is the patient feel less satisfied with the explanation given by the doctor.

Service Quality of total respondents who answered strongly agree 358 (35,80%), agree 582 (58,20%), Ragu 58 (5,80), Disagree 2 (0,20) and none answered strongly disagree (0%). Marketing Mix of respondents who answered strongly agree as much as 423 (35.25%), agree as many as 677 (56.42%), Doubles 90 (7.50), Disagree as much as 9 (0.75) and only 1 (0 , 08%) who answered strongly disagree.

Satisfaction Patients of total respondents who answered strongly agree 313 (31.30%), agreed as many as 602 (60.20%), Ragu 70 (7.00), Disagree as much as 14 (1.40) and only 1 (0 , 10) who answered strongly disagree.

Validity

Based on the results of the calculation Test the validity of Service Quality variable is known from the ten items tested statement obtained all r arithmetic greater than r table = 0.194. This means that all items of the variable of Quality of Service in this research are valid.

Based on the results of calculations Test the validity of marketing mix variables is known from 12 items tested statement obtained all r arithmetic greater than r table = 0.194. This means that all the items of the variable of Quality of Service in this study are valid.

Based on the results of calculations Test the validity of patient satisfaction variables is known from the ten items tested statements obtained all r arithmetic greater than r table = 0.194. This means that all items of the variable of Quality of Service in this research are valid.

Reliability

Service quality of cronbach alfa value equal to 0,759, marketing mix of cronbach alfa value 0,795, patient satisfaction of cronbach alfa value equal to 0,673.

Hypothesis Testing

1. value tcount > ttable, that is 3,624 > 1.985 with probability value (significance) = 0.000 that is under 0.05.
2. value tcount > ttable, that is 5,597 > 1.985 with probability value (significance) = 0.000 that is under 0.05.
3. value Fcount> Ftable value is 44.772> 3.09 with probability value (significance) = 0.000 that is below 0.05.

This research also has some important information about the influence of independent variable with dependent variable. The influence is explained as follows:

Overview of research results

The study respondents were all female, the majority of respondents were 31-50 years old, educated by average high school and the majority of the work was housewife.

a) Quality of Service Variables

Based on the Respondents' Response to Reliability Indicators, the majority of respondents considered the hospital to provide appropriate health services to patients, the results of laboratory tests are very precise, Doctors provide a good explanation to patients about the diagnosis of disease.

Based on the Respondent's Response on Response Indicators, the majority of respondents considered the hospital to be responsive to the patient by always asking the patient's complaint.

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Based on the respondent's answer on the guarantee indicator, the majority of respondents consider that the medical equipment used is very sophisticated, the medical personnel possess reliable and give the patient confidence to recover, and the patient feel safe to seek treatment at Ibu Anak Asih Hospital South Jakarta. But there are still 10 respondents who doubt the sophistication of medical equipment used, and there are still 11 respondents who hesitate to feel safe for treatment.

Based on the Respondents' Response to the empathy indicator, the majority of respondents considered the doctor to calm the anxiety, the doctor gave a good treatment for the cure of the patient. Based on the Respondents' Response to the Indicator of physical evidence, the majority of respondents

claimed to have complete medical equipment.

b) Marketing Mix Variables

Based on the Respondents' Response to Indicator Price, the majority of respondents stated that the health care services for the hospital of South Jakarta children's mothers are cheaper than other hospitals, and the price given is proportional to the services provided. Based on the Respondents' Response to Indicators of People, the majority of respondents stated that the hospital provides a 24-hour duty physician, has a sufficient specialist.

Based on the Respondents' Response on Indicators place, the majority of respondents stated the location of the hospital is very strategic, and has a large parking area. Based on the Respondents' Response to Indicators of customer service, the majority of respondents stated that customer service is easy to contact.

Based on the Respondents' Response to Indicators of promotion, the majority stated that hospitals often carry out free operation activities as promotions, promoting through electronic media such as television, radio and internet, promoting through mass media such as newspapers and magazines.

Based on the Respondents' Response to Process Indicators, the majority stated that the Hospital directly handled the process of newly admitted patients. Based on the Respondents' Response to the physical evidence indicator, the majority stated that the Hospital directly handled the process of the newly admitted patient

c) Variable Patient Satisfaction

Based on the Respondents' Response on the Hope confirmation indicator, the majority expressed satisfaction with the ability of the doctor, the nurse, was satisfied with the hospital service. Based on the respondent's answer to the indicator of willingness to recommend the hospital to friends or family, namnun maih there are 9

respondents who hesitate to recommend, and 1 respondent who does not agree to recommend

Influence of Service Quality to the satisfaction of inpatient patient at Ibu Anak Asih Hospital South Jakarta

The result of variable test using SPSS Version 24 analysis, then the value of thitung for Service Quality variable to Patient Satisfaction is 6,668, while ttable value for n = 100 is 1,985. So because the value of t count> ttable, that is 3.624>1.985, the probability value (significance) = 0.000 that is below 0.05 so it can be concluded that there is a positive influence and significant variable Quality of Service to Patient Satisfaction.

Effect of Marketing Mix on the satisfaction of inpatients at Ibu Anak Asih Hospital South Jakarta

The result of the variable test using SPSS Version 24 analysis, then the tcount for Marketing Mix (X2) variable to Patient Satisfaction (Y) is 8,246, while the ttable value for n = 100 is 1,985. So because the value of t count> ttable, that is 5.597> 1.985, the probability value (significance) = 0.000 that is below 0.05 so it can be concluded that there is a positive and significant influence of Marketing Mix Variable (X2) on Patient Satisfaction (Y).

The Influence of Service Quality and Marketing Mix on the satisfaction of inpatients at Ibu Anak Asih Hospital South Jakarta

The Influence between Service Quality and Marketing Mix on Patient Satisfaction is Positive and significant because Fcount> Ftable value is 44.772> 3.09 with probability value (significance) = 0.000 that is below 0.05. so it can be concluded that there is a positive and significant influence between Service Quality and Marketing Mix together to Patient Satisfaction.

Findings

The highest indicator of marketing mix is promotion with an average value

of 4.4 while the lowest is the price with an average value of 3.98.

Limitations of Research

This research has been pursued and carried out in accordance with scientific procedures, but still has limitations:

1. Factors that affect patient satisfaction in this study consists of only two variables, namely service quality and marketing mix, while there are many other factors that affect patient satisfaction.
2. The existence of limited research by using questionnaire is sometimes the answers given by the sample does not show the real situation.

Conclusion

Service Quality Variables have positive and significant impact on Patient Satisfaction at Ibu Anak Asih Hospital South Jakarta. Marketing Mix Variables have a positive and significant impact on Patient Satisfaction at Ibu Anak Asih Hospital South Jakarta. Variable Quality of Service and Marketing Mix together to positively and significantly influence to Patient Satisfaction at Ibu Anak Asih Hospital South Jakarta.

Recomendation

Ibu Anak Asih Hospital, South Jakarta is advised to use sophisticated medical equipment. Ibu Anak Asih Hospital South Jakarta is advised to give a sense of security to the patient during treatment at Ibu Anak Asih Hospital South Jakarta. Ibu Anak Asih Hospital South Jakarta is expected to reevaluate the price of health services to be more affordable and provide competitive pricing packages. Hospitals provide cheaper rates for birth service packages. Ibu Anak Asih Hospital South Jakarta is expected to increase the indicator of patient satisfaction achievement. Doctor of Ibu Anak Asih Hospital South Jakarta is expected to provide clear explanation to the patient. The management of Ibu Anak Asih Hospital South Jakarta is expected to provide KPI standard (key performace Indicator) to employees, doctors and nurses to be able to improve the quality of service for the achievement of Patient satisfaction. For the next researcher, in this study the independent variables used are Service Quality and Marketing Mix, while there are other independent variables that are able to grow Patient Satisfaction such as variable Product Quality. So if done further research by using these variables then the likely results will be different.

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