

The Relationship of Marketing Mix with Patients' Decisions to Choose Health Services in Outpatient and Inpatient Installations at Sandi Karsa Hospital, Makassar

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ABSTRACT

The marketing mix is a core business that is very closely related to the targeted patients, so that hospital efforts are specifically closely related to patient behavior in utilizing services. The aim of this research is to determine the relationship between the marketing mix and the patient's decision to choose health services in outpatient and inpatient installations at Sandi Karsa Hospital, Makassar. The type of research used is quantitative research with a cross sectional study design. The population in this study was 97 outpatients and 76 inpatients. Sample determination was carried out using the accidental sampling method. Data analysis used univariate, bivariate with chi square test and multivariate with multiple logistic regression test. The results showed that in outpatient installations, there was a relationship between product ($p=0.003$), staff ($p=0.009$), physical evidence ($p=0.001$), process ($p=0.000$), and performance ($p=0.000$), there was no relationship between price ($p=1.000$), promotion ($p=0.554$), place ($p=1.000$), and strength ($p=1.000$) with the patient's decision to choose health services at Sandi Karsa Hospital. Meanwhile, in inpatient installations there is a relationship between product ($p=0.005$), place ($p=0.017$), staff ($p=0.000$), process ($p=0.002$) and physical evidence ($p=0.006$), there is no price relationship ($p=0.674$), promotion ($p=1.000$), performance ($p=1.000$), and strength ($p=0.358$) with the patient's decision to choose health services at Sandi Karsa Hospital Makassar.

Keywords: Product, Price, Promotion, Staff, Physical Evidence, Process, Performance, Strength, Patient Decision.

INTRODUCTION

The world of health in Indonesia is currently developing very rapidly ¹. If you look at the numbers, the development of this hospital is increasing every year. The Central Statistics Agency (BPS) noted that there will be 3,072 hospitals in Indonesia in 2022. This number has increased by 0.99% compared to the previous year which was 3,042 units. For the South Sulawesi Province region itself, the number of hospitals according to data from the Directorate General of Health Efforts for 2023 is 121 hospital units spread throughout the region. In Makassar City itself there are 53 hospital units.

In Minister of Health Regulation Number 30 of 2019, a hospital is a health service institution that provides comprehensive individual health services that provide inpatient, outpatient and emergency services. Given the competitive nature of the healthcare market and the various factors that influence patient choice of hospital, it is important to focus on patient needs and preferences and improve and maintain the competitive quality and nature of service provision initiatives that can be done with the marketing mix ².

The marketing mix is a set of marketing tools that a company can use to achieve its marketing objectives towards the target market ³. The traditional marketing mix concept proposed by Kotler & Armstrong consists of 4Ps, namely product,

price, place and promotion. Meanwhile, according to Zeithaml & Bitner, marketing services require an expanded marketing mix with the addition of 3 non-traditional marketing mix elements, namely people/officers, process and physical evidence. then developed into 9P, namely strength (Power) and hospital performance (Performance).

Factors that influence the consumer decision making process in utilizing a service product consist of external and internal influences. External influences consist of the socio-cultural environment (family, reference group, social class, culture and sub-culture) and the marketing mix. Meanwhile, internal influences include individual characteristics (age, gender, education, work, lifestyle) ⁴.

The results of research conducted ⁵ with the title Analysis of the Effect of Marketing Mix on Patient Satisfaction in Type 2 Diabetes Patients at the Miletus Installation at the Haji Makassar General Hospital, there is an influence between processes (Process). Promotion, Place, and Power on Patient Satisfaction with Type 2 Diabetes Mellitus in Inpatient Installations. The results of the multivariate analysis showed that the most dominant variable was placed ($\exp \beta = 19.093$).

Sandi Karsa Hospital, Makassar City, is a private hospital that provides services by taking a comprehensive approach to improving quality and patient safety. Sandi Karsa Hospital is challenged to become the hospital of choice for the community,

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especially in Makassar and its surroundings, and must maintain and improve its capabilities in an effort to create patient satisfaction in the midst of current hospital competition.

Based on medical record data, the number of outpatient visits over the last two years, namely from 2021 to 2022, it was found that outpatient visits experienced a large decrease at Sandi Karsa Hospital, Makassar City, namely in 2021 there were 10,603 visits and in 2022 there were decreased to 3,226 visits. Meanwhile, the number of inpatient visits over the last two years, namely from 2021 to 2022, also found that inpatient visits have decreased from 418 patients in 2021 to 313 patients in 2022, Sandi Karsa Hospital Profile.

MATERIALS AND METHOD

This research is quantitative research and the type of research used is an analytical survey with a quantitative approach using cross sectional. The sample in this study was 97 outpatients and 74 inpatients at Sandi Karsa Hospital, obtained using the accidental sampling method. Data collection uses a questionnaire instrument. Data processing uses the Chi-Square test. After obtaining approval, the researcher collected data by filling out a questionnaire based on the respondents' answers during the interview. Data processing used IBM SPSS Statistics 22 using the Chi-Square test then continued with multivariate logistic regression analysis.

RESULTS

Respondent characteristics include gender, age group, highest level of education and occupation of respondents can be seen in the following table.

Table 1 shows that the research respondents in outpatient installations were mostly female, namely 60 people (61.9%) and in inpatient installations the majority were female, 52 people (68.4%). Based on the age group of respondents, the majority were in the 26-33 year age group in outpatient installations as many as 28 (28.9%) and in inpatient installations there were 27 (35.5%) in the 18-25 year age group. Based on the most recent education, the highest number of respondents were S1 in outpatient installations, 65 (67.0%) and in inpatient installations, namely S1, also 42 (55.3%). Based on the occupation, the majority of respondents were not working, 25 (25.8%) in outpatient installations and 26 (34.2%) in inpatient installations.

Table 2 shows that the majority of products are in the good category (79.4%) in outpatient installations and (72.4%) in inpatient installations. Prices are in the affordable category (93.8%) in outpatient installations and (92.1%) in inpatient installations. Promotion is in the good category (75.3%) in outpatient installations and (24.7%) in inpatient installations. Places in the good category (88.7%) in outpatient installations and (75.0%) in inpatient installations. Staff were in the good category (84.5%) in outpatient installations and (72.4%) in inpatient installations. Physical evidence is in the good category (82.5%) in outpatient installations (50.%) in inpatient installations. The process is in the good category (75.3%) in outpatient installations and (80.3%) in inpatient installations. Performance is in the good category (87.6%) in outpatient installations and (93.4%) in inpatient installations. Strength is in the good category (94.8%) in outpatient installations and (93.4%) in inpatient installations. The decision of patients in the interested category was (80.4%) in outpatient installations and (50.0%) in inpatient installations.

Table 3 shows that the results of the chi-square statistical test show that in outpatient installations the product variable has a value of $p = 0.003 < 0.05$, the price variable is $p = 1,000 > 0.05$, the promotion variable is $p = 0.554 > 0.05$, the place variable $p = 1,000 > 0.05$, officer variable $p = 0.009 < 0.05$, physical evidence variable $p = 0.001 < 0.05$, process variable $p = 0.000 < 0.05$, performance variable $p = 0.000 <$

0.05 , variable power $p = 1,000 > 0.05$. This results show that there is a relationship between the marketing mix of products, staff, physical evidence, process, performance, and there is no relationship between the marketing mix of price, promotion, place and strength with the patient's decision to choose health services at Sandi Karsa Hospital. Meanwhile, in inpatient installations the product variable is $p = 0.005 < 0.05$, the price variable is $p = 0.674 > 0.05$, the promotion variable is $p = 1,000 > 0.05$, the place variable is $p = 0.017 < 0.05$, the officer variable is $p = 0.000 < 0.05$, physical evidence variable $p = 0.006 < 0.05$, process variable $p = 0.002 < 0.05$, performance variable $p = 1,000 > 0.05$, strength variable $p = 0.358 > 0.05$. This results in that there is a relationship between the marketing mix of product, place, staff, physical evidence, process, and there is no relationship between the marketing mix of price, promotion, performance and strength with the patient's decision to choose health services at Sandi Karsa Hospital.

Table 4 shows that in the outpatient installation the process variable is statistically significant at $p < 0.05$. This means that the process variable that has the most influence on outpatient decisions, seen from the process Exp (B) value, is greater than the other four variables, namely product, staff, physical evidence and performance. Meanwhile, in inpatient installations it shows that the Officer variable is statistically significant at $p < 0.05$. This means that the officer variable that has the most influence on inpatient decisions, seen from the officer's Exp (B) value, is greater than other variables, namely product, place, physical evidence and process.

DISCUSSION

1. The relationship between the product and the patient's decision to choose health services at Sandi Karsa Hospital, Makassar

According to Kotler in Hurriyati, a product is anything that a producer can offer to be noticed, requested, sought, purchased, used or consumed by the market to fulfill the needs or desires of the market concerned. The products offered include physical goods, services, people or individuals, places, organizations and ideas⁶.

The research results show that in outpatient installations the value of $p = 0.003$, in inpatient installations the value of $p = 0.005$, because the value of $p < 0.05$ then H_0 is rejected and H_a is accepted. This means that there is a relationship between product variables and the decisions of outpatients and inpatients in choosing health services at Sandi Karsa Hospital, Makassar. The results of the interview research conducted showed that several patients who perceived the product in the deficient category decided that they were less interested, because the patients still felt that the product marketing mix provided by Sandi Karsa Hospital was lacking, especially in pharmacy services and types of supporting services. Where, patients complain that some of the medicines prescribed by doctors that they want to take from pharmacies are not available, so patients have to buy these medicines elsewhere. Then, CT Scan health services were not available and chemotherapy services for tumor patients meant that these patients had to be referred to other hospitals. This can influence patients' decisions in choosing health services at Sandi Karsa Hospital if it is not addressed immediately

This research is in line with what was conducted⁷ stating that there is a relationship between the product marketing mix and the decision to choose health services for inpatients at RSU'Aisyiyah St. Khadijah, Pinrang Regency. In the bivariate test, it was found that there were more patients who agreed in the group who had a satisfied product relationship (44.9%). Meanwhile, there were fewer patients who disagreed in the group who had a dissatisfied relationship (22.4%) compared to the group of patients who had a dissatisfied relationship (1, 0%).

This research is not in line with⁸ which shows that the product has a calculated t value of $0.155 < t$ Table 2.000 and a significance value of

Table 1. Distribution based on characteristics of respondents in hospitals Sandi Karsa Makassar 2024.

	Out patient		In patient	
	Frequencies (n=97)	Percent (%)	Frequencies (n=76)	Percent (%)
Sex				
Male	37	38,1	24	31,6
Female	60	61,9	52	68,4
Age group				
18 – 25	26	26,8	27	35,5
26 - 33	28	28,9	16	21,1
34 - 41	17	17,5	10	13,2
42 - 49	13	13,4	15	19,7
50 - 57	6	6,2	5	6,6
58 - 62	7	7,2	3	3,9
Education				
SMA/SMK/MA (Senor high school)	28	28,9	32	42,1
S1	65	67,0	42	55,3
S2	4	4,1	2	2,6
Occupational				
Civil servant	21	21,6	10	13,2
Private	20	20,6	15	19,7
Business	12	12,4	13	17,1
Mother house hold	19	19,6	12	15,8
Not work	25	25,8	26	34,2
Total	97	100	76	100

Table 2. Distribution of Respondents Based on the Variables studied in Sandi Karsa Makassar Hospital in 2024.

Variable	Out patient		In patient	
	Frequencies (n=97)	Percent (%)	Frequencies (n=76)	Percent (%)
Product				
good	77	79,4	55	72,4
Less	20	20,6	21	27,6
Price				
Achievable	91	93,8	70	92,1
Less Achievable	6	6,2	6	7,9
Promotion				
Good	73	75,3	68	89,5
Less	24	24,7	8	10,5
Place				
Good	86	88,7	57	75,0
Less	11	11,3	19	25,0
Staff				
Good	82	84,5	55	72,4
Less	15	15,5	21	27,6
Physical proof				
Good	80	82,5	38	50,0
Less	17	17,5	38	50,0
Process				
Good	73	75,3	61	80,3
Less	24	24,7	15	19,7
Performance				
Good	85	87,6	71	93,4
Less	12	12,4	5	6,6
Strong				
Good	92	94,8	71	93,4
Less	5	5,2	5	6,6
Patient decision				
Interested	78	80,4	38	50,0
Less Interested	19	19,6	38	50,0
Total	97	100	76	100

Table 3. Bivariate analysis of the relationship between marketing mix and patient decisions in choosing health services in outpatient and inpatient settings at Sandi Karsa Hospital Makassar in 2024.

Variable			Patients Decision				Total		P value
			Interested		Less Interested				
			n	%	n	%	n	%	
Product	Out patient	Good	67	87,0	10	13,0	77	100	0,003
		Less	11	55,0	9	45,0	20	100	
In patient		Good	33	60,0	22	40,0	55	100	0,005
		Less	5	23,8	16	76,2	21	100	
Price	Out patient	Achievable	73	80,2	18	19,8	91	100	1,000
		Less Achievable	5	83,3	1	16,7	6	100	
	In patient	Achievable	34	48,6	36	51,4	70	100	
		Less Achievable	4	66,7	2	33,3	6	100	
Promotion	Out patient	Good	60	82,2	13	17,8	73	100	0,554
		Less	18	75,0	6	25,0	24	100	
	In patient	Good	34	50,0	34	50,0	68	100	
		Less	4	50,0	4	50,0	8	100	
Place	Out patient	Good	69	80,2	17	19,8	86	100	1,000
		Less	9	81,8	2	18,2	11	100	
	In patient	Good	33	57,9	24	42,1	57	100	
		Less	5	26,3	14	73,7	10	100	
Staff	Out patient	Good	70	85,4	12	14,6	82	100	0,009
		Less	8	53,3	7	46,7	15	100	
	In patient	Good	35	63,6	20	31,4	55	100	
		Less	3	14,3	18	85,7	21	100	
Physical proof	Out patient	Good	70	87,5	10	12,5	80	100	0,001
		Less	8	47,1	9	52,9	17	100	
	In patient	Good	25	65,8	13	34,2	38	100	
		Less	13	34,2	25	65,8	38	100	
Process	Out patient	Good	66	90,4	7	9,6	73	100	0,000
		Less	12	50,0	12	50,0	24	100	
	In patient	Good	36	59,0	25	41,0	61	100	
		Less	2	13,3	13	86,7	15	100	
Kinerja	Out patient	Good	74	87,1	11	12,9	85	100	0,000
		Less	4	33,3	8	66,7	12	100	
	In patient	Good	35	49,3	36	50,7	71	100	
		Less	3	60,0	2	40,0	5	100	
Strength	Out patient	Good	74	80,4	18	19,6	92	100	1,000
		Less	4	80,0	1	20,0	5	100	
	In patient	Good	37	52,1	34	47,9	71	100	
		Less	1	20,0	4	80,0	5	100	

Table 4. Multivariate Multiple Logistic Regression Analysis that Most Influences the Patient's Decision to Choose Health Services at the Installation Outpatient and Inpatient treatment at Sandi Karsa Hospital Makassar in 2024.

	Variable	B	SE	Wald	Df	Sig.	Exp (B)
Outpatient	Product	0,595	0,699	0,726	1	0,394	1.814
	Staff	0,859	0,786	1.195	1	0,274	2.362
	Physical proof	1.512	0,785	3.706	1	0,054	4.535
	Process	1.671	0,752	4.945	1	0,026	5.319
	Performance	0,290	1.015	0,082	1	0,775	1.336
Inpatient	Variables	B	SE	Wald	Df	Sig.	Exp (B)
	Product	1.554	0,663	5.493	1	0,019	4.730
	Place	0,812	0,710	1.309	1	0,253	2.252
	Staff	1.573	0,815	3.720	1	0,054	4.819
	Physical proof	0,106	0,626	0,029	1	0,865	1.112
	Process	1.551	0,954	2.639	1	0,104	4.714

0.877 > α 0.05, which means there is no significant influence between the product on the decision to choose a service. Patient perceptions about products are the result of real experience at Tadjuddin Chalid Hospital Makassar. Patients will assess the product as good if what they get matches their needs and expectations.

2. The relationship between price and the patient's decision to choose health services at Sandi Karsa Hospital, Makassar

Price is an economic sacrifice made by customers to obtain a product or service. Price is also an important factor for customers in making purchasing decisions⁹. The research results show that in outpatient installations the value of $p=1.000$, in inpatient installations $p=0.674$, because the p value is > 0.05 then H_0 is accepted and H_a is rejected. This means that there is no relationship between the price variable and the decision of outpatients and inpatients to choose health services at Sandi Karsa Hospital, Makassar. Based on the results of research conducted on outpatient and inpatient installations, it was found that the prices provided by Sandi Karsa Hospital are in the affordable category because the majority of patients have used BPJS to use the service so that the costs they incur are affordable which makes patients no longer consider the price marketing mix if want to use the services at Sandi Karsa Hospital. There are patients who still think that the prices provided by Sandi Karsa Hospital are less affordable because they do not use BPJS and have to pay their own costs according to the level of service utilization they receive, but they are still interested in using health services at Sandi Karsa Hospital. Because loyal patients tend not to look at prices because loyalty can turn into a desire to pay higher prices to get the best quality service. Patients can perceive the value of the services they receive so they ignore the costs they have to incur because they feel satisfied with the services they receive.

This research is in line with that conducted by¹⁰ which states that the results of this research are in line with research from Putri, there is no effect of price on the loyalty of inpatients at the Faisal Islamic Hospital Makassar ($p=1,000$).

This research is not in line with¹¹ which states that there is a significant influence between the price marketing mix and the use of outpatient services at the Makassar Haji Regional General Hospital ($\text{sig}=0.000$)

3. The relationship between promotion and the patient's decision to choose health services at Sandi Karsa Hospital, Makassar

Promotion is the process of communicating marketing mix variables which are very important for companies to market their products. Hospital promotional activities are generally related to activities to communicate and persuade customers. The essence of promotional activities is a form of marketing communication activity that seeks to disseminate information, influence, and remind the target market to be willing to accept, buy and be loyal to the products offered by the company¹².

The research results show that in outpatient installations the value of $p=0.554$ and in inpatient installations $p=1.000$, because the p value is > 0.05, H_0 is accepted and H_a is rejected. This means that there is no relationship between the promotion variable and the decision of outpatients and inpatients to choose health services at Sandi Karsa Hospital, Makassar. Even though there are some patients who think that the promotions carried out by Sandi Karsa Hospital are still in the inadequate category, patients are still interested in choosing Sandi Karsa Hospital. This is because the hospital has not maximized its direct promotional efforts. However, patients are still interested and choose Sandi Karsa Hospital to utilize health services. This could be

due to other factors assessed by patients that support their satisfaction in receiving health services at the hospital. So that patients do not consider insufficient promotion when choosing a health facility.

This research is in line with⁸ which shows a calculated t value of 1.689 < t table 2.000 and a significance value of 0.096 > α 0.05, which means there is no significant influence between promotion on the variable choosing a service. This research is not in line with¹³ which states that there is a significant influence of advertising on outpatient decisions with a p value of 0.000. If the patient's perception of advertising is in line with the desired expectations, then the patient will give a good assessment and will return for treatment.

4. The relationship between place and the patient's decision to choose health services at Sandi Karsa Hospital, Makassar

Place is associated as a distribution channel shown to reach target consumers. This distribution system includes location, transportation, warehousing, and so on¹².

The results of the research show that in outpatient installations the value of $p=1.000$, in inpatient installations $p=0.497$, because the p value is > 0.05 then H_0 is accepted and H_a is rejected. This means that there is no relationship between the location variable and the decision of outpatients and inpatients to choose health services at Sandi Karsa Hospital, Makassar. Some patients think that the place or location at Sandi Karsa Hospital is still in the inadequate category, but patients are still interested in choosing Sandi Karsa Hospital. This happens because it can be seen that there are several patients who live quite far from Sandi Karsa Hospital but this does not prevent them from utilizing the services at Sandi Karsa Hospital. This means that outpatients do not really consider location in their decisions when choosing a health service facility. It is possible that there are other factors that make these patients feel comfortable and satisfied in receiving health services at Sandi Karsa Hospital so they still choose Sandi Karsa Hospital even though the distance is far.

This research is in line with¹⁴ which shows that the results of the analysis of the relationship test using the Chi-Square test obtained a result of 0.830 > 0.05 or there was no relationship between the marketing mix of the Place (Location) and interest in returning patients at the outpatient clinic at Daya Hospital, Makassar City. This research is not in line with¹⁵ which shows that statistically a p value of 0.039 ($p<0.05$) is obtained, meaning that there is a relationship between place and customer satisfaction.

Meanwhile, in the inpatient installation it shows that the p value = 0.017, because the p value < 0.05 then H_0 is rejected and H_a is accepted. This means that there is a relationship between the location variable and the decision of inpatients in choosing health services at Sandi Karsa Hospital, Makassar. Most respondents felt that the location of Sandi Karsa Hospital was strategic, such as the ease of transportation routes to the hospital. Several respondents also decided to utilize health services at Sandi Karsa Hospital because the hospital's location is close to where they live, making it easier for the patient's family to return home if there is something that needs to be taken care of and is equipped with ATM facilities.

This research is in line with¹⁴ showing that the results of the analysis of the relationship test using the Chi-Square test obtained a result of 0.830 > 0.05 or there was no relationship between the marketing mix of the Place (Location) and interest in returning patients to the outpatient clinic at Daya Hospital, Makassar City. This research is not in line with¹⁶ which shows that the results of research using the chi square place test obtained a p value of 0.248, meaning that there was no influence of the place marketing mix on the interest in repeat visits of outpatients at the Syamsinar Maros clinic.

5. Relationship between officers (people) and patient decisions in choosing health services at Sandi Karsa Hospital, Makassar

Officers are all actors who play an important role in the presentation of services so that they can influence buyers' perceptions. Elements of officers are company employees, consumers and other consumers. All employee attitudes and actions, how employees dress and employee appearance have an influence on the success of service delivery¹⁷.

The research results show that in outpatient installations the value of $p = 0.009$ and in inpatient installations $p = 0.000$, because the p value < 0.05 then H_0 is rejected and H_a is accepted. This means that there is a relationship between the staff variable and the decision of outpatients and inpatients to choose health services at Sandi Karsa Hospital, Makassar. This shows that there is a connection between staff and the patient's decision to use health services at Sandi Karsa Hospital, which means that the better the patient/community's perception of hospital service staff, the more interested the patient will be in using services at Sandi Karsa Hospital.

This research is in line with¹⁸ which shows that there is a relationship between people's marketing mix and interest in using maternity services by antenatal care mothers at the Asih Maternity Hospital. This research is not in line with that carried out in⁴ which obtained a p value $= 0.165$. The p value is $(0.165 < 0.05)$ so H_0 is accepted. Therefore, it can be concluded that there is no influence between the staff's marketing mix on the patient's decision process in choosing health services at the Outpatient Installation of Tugurejo Regional Hospital, Semarang.

6. The relationship between physical evidence and the patient's decision to choose health services at Sandi Karsa Hospital, Makassar

Physical evidence is something that actually influences consumers' decisions to buy and use the products and services offered. The elements included in physical facilities include the physical environment, in this case the physical building, equipment, supplies, logos, colors and other items¹⁹.

The results of the research show that in outpatient installations the value of $p = 0.001$ and in inpatient installations $p = 0.006$, because the p value < 0.05 then H_0 is rejected and H_a is accepted. This means that there is a relationship between the physical evidence variable and the decision of outpatients and inpatients to choose health services at Sandi Karsa Hospital, Makassar. Several respondents perceived physical evidence to be in the poor category, this assessment was because the patient considered that the condition of the toilets at Sandi Karsa Hospital, both in outpatient and inpatient installations, was still often dirty and smelly, then the service rooms, in this case the treatment rooms in the installation. Inpatient treatment is still considered less comfortable, especially in class II and III treatment rooms where the room feels hot and a little cramped even though the hospital has provided air conditioning in each treatment room which can influence the patient's interest in seeking treatment at Sandi Karsa Hospital.

This research is in line with¹² which shows that the results of statistical tests using the Chi-Square test at a confidence level of 95% (0.05) obtained a p value $= 0.010$ or an α value $= 0.05$. Thus, H_0 is rejected and H_1 is accepted because the p value $= 0.010 < \alpha$ value $= 0.05$. This shows that there is a relationship between physical evidence and the decision of BPJS inpatients to choose health services at RSU Santa Anna, Kendari City.

This research is not in line with⁴ which shows that the results of the Chi-Square Test carried out obtained a p value $= 0.248$. The p value is $(0.248 < 0.05)$ so H_0 is accepted. Therefore, it can be concluded that there is no influence between the marketing mix of physical evidence

on the patient's decision process in choosing health services at the Outpatient Installation of Tugurejo Regional Hospital, Semarang.

7. The relationship between the process and the patient's decision to choose health services at Sandi Karsa Hospital, Makassar

The process is a description of all activities, generally consisting of procedures, work schedules, mechanisms, activities and routine matters by which services are produced and delivered to consumers. Hospital processes include service procedures, including the stages that patients go through until they leave the hospital⁴.

The results of the research show that in outpatient installations the value of $p = 0.000$ and in inpatient installations $p = 0.002$, because the p value < 0.05 then H_0 is rejected and H_a is accepted. This means that there is a relationship between process variables and the decision of outpatients and inpatients to choose health services at Sandi Karsa Hospital, Makassar. Several respondents perceived the process in the deficient category, which could make patients less interested in utilizing health services at Sandi Karsa Hospital, because several patients considered that there were still processes that were considered poor by outpatients. Where, patients still often wait a long time to get service because doctors who have practice schedules often arrive late at the hospital and patients also often wait a long time in the process at the hospital pharmacy to get medicine. This suggests that the process has an impact on patient decisions.

This research is in line with²⁰ which shows the results of statistical tests using the Chi-square test at $\alpha = 5\%$ and $df = 1$, the p value $= 0.000$ is obtained. This means that the hypothesis is accepted, meaning that there is a contribution from the marketing mix based on the process to the decision. Inpatients choose health services at the East Kolaka Regency Regional General Hospital. This research is not in line with²¹ which shows the results of statistical tests that the process variable is related to interest in repeat visits with a p value $(0.411) > 0.05$, which means there is no significant influence between process (service process/procedure) on interest in repeat visits. Outpatient²².

8. Relationship between Performance and the Patient's Decision to Choose Health Services at Sandi Karsa Hospital, Makassar

Marketing performance is a factor that very accurately represents the company's overall performance. Marketing performance is an effort to measure the level of performance against the resulting performance strategy with the overall expected performance, sales and profits. The marketing performance of an organization can be measured from sales volume, customer growth, sales growth⁵.

The research results show that the p value $= 0.000$, because the p value < 0.05 then H_0 is rejected and H_a is accepted. This means that there is a relationship between performance variables and the decision of outpatients to choose health services at Sandi Karsa Hospital, Makassar. There are several respondents who perceive performance in the poor category, which makes patients less interested in utilizing health services at Sandi Karsa Hospital's outpatient services, where patients still often wait a long time to get services because specialist doctors who have practice schedules often do not arrive on time. service schedule. This suggests that performance has an impact on patient decisions.

Meanwhile, in inpatient installations, the results of the chi-square statistical test show that the p value $= 1.000$, because the p value is > 0.05 , H_0 is accepted and H_a is rejected. This means that there is no relationship between performance variables and the decision of inpatients to choose health services at Sandi Karsa Hospital, Makassar. Some patients think that the performance of Sandi Karsa Hospital's

inpatient services is still in the poor category, but patients are still interested in choosing Sandi Karsa Hospital. This happened because there were several who complained about the lack of health workers, especially nurses who served in inpatient settings²²⁻²⁷. However, based on the research results obtained, this does not prevent patients from using inpatient services at Sandi Karsa Hospital. This means that inpatients do not really consider this in their decisions when choosing a health service facility. It is possible that there are other factors that make these patients feel comfortable and satisfied in receiving health services at Sandi Karsa Hospital so that they still choose Sandi Karsa Hospital even though there is still performance that is considered not good. However, this can be used as consideration for hospitals to recruit health workers, especially nurses, so that they can improve service operations.

9. The relationship between power and the patient's decision to choose health services at Sandi Karsa Hospital, Makassar

Power is the efforts made in order to take advantage of opportunities that arise from the existence of regulations regarding the business carried out or it can also be interpreted as recognizing and building relationships with parties who have influence on the market. Power here includes the strength of the brand or product itself which is created in the minds of consumers and is able to make the product strong in the market¹⁷.

The results of the research show that in outpatient installations the value of $p = 1.000$ and in inpatient installations $p = 0.358$, because the p value is > 0.05 , H_0 is accepted and H_a is rejected. This means that there is no relationship between the strength variable and the decision of outpatients and inpatients to choose health services at Sandi Karsa Hospital, Makassar. Based on the results of research conducted on outpatient and inpatient installations, it was found that there were still several respondents who stated that the strength of Sandi Karsa Hospital was still lacking, this was because the hospital facilities, especially the four-wheeled parking facilities, were considered to still need to be improved and services in hospitals, especially the accuracy of specialist doctor's practice schedules. However, from the research results, although the strength of Sandi Karsa Hospital is still considered lacking, patients are still interested and choose Sandi Karsa Hospital to utilize health services. This could be due to other factors assessed by patients that support their satisfaction in receiving health services at the hospital. So patients do not consider the strengths of hospitals in choosing health facilities.

CONCLUSION

1. There is a relationship between the product marketing mix and the decisions of outpatients and inpatients in choosing health services at Sandi Karsa Hospital.
2. There is no relationship between the price marketing mix and the decisions of outpatients and inpatients in choosing health services at Sandi Karsa Hospital.
3. There is no relationship between the promotional marketing mix and the decisions of outpatients and inpatients in choosing health services at Sandi Karsa Hospital.
4. There is no relationship between the place marketing mix and the decision of outpatients, whereas there is a relationship between the place marketing mix and the decision of inpatients in choosing health services at Sandi Karsa Hospital.
5. There is a relationship between the staff's marketing mix and the decisions of outpatients and inpatients in choosing health services at Sandi Karsa Hospital.

6. There is a relationship between the marketing mix of physical evidence and the decisions of outpatients and inpatients in choosing health services at Sandi Karsa Hospital.

7. There is a relationship between the marketing mix process and the decisions of outpatients and inpatients in choosing health services at Sandi Karsa Hospital.

8. There is a relationship between the performance marketing mix and outpatient decisions, while there is no relationship between the performance marketing mix and inpatients' decisions in choosing health services at Sandi Karsa Hospital.

9. There is no relationship between the marketing mix of strengths and the decisions of outpatients and inpatients in choosing health services at Sandi Karsa Hospital.

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