

## Marketing Mix as a Strategy Increase Hospital Visits

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**Abstract:** The marketing mix is a strategy to increase hospital visits by providing information about products and services, prices, place determination, promotion, service providers, processes, physical facilities, and the provision of customers (8 P). The increasing number of health service facilities causes the hospital to determine the right strategy to survive and develop. Increasing public awareness and demand for health services can be a significant opportunity for the hospital. This study aims to determine the marketing mix's implementation as a strategy to increase hospital visits. The research method used qualitative (literature study) and is explained descriptively. The result of this study indicates that the marketing mix is a marketing strategy that must be planned routinely to increase hospital visits.

**Keywords:** marketing mix, hospital, hospital marketing

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### 1. Introduction

Various kinds of health service facilities are increasing in number and becoming more competitive to improve the quality of their services. Improving service quality can increase visits so that the income of health service facilities also increases. Now that public awareness of health is rising, people's need for health services also increases. Therefore, hospitals, as the kind of health service facility that must always hold up and survive, must have an appropriate marketing strategy to increase visits, satisfy the customers, and create customer loyalty. Because people are getting more thoughtful about choosing the health service providers they need, the increase in visits must be accompanied by an increase in income so the hospital can grow.

The marketing mix is a strategy of marketing to create a transaction, which is a patient visiting the hospital. Ernawati & Supriyanto (2010) stated that the marketing mix strategy starts with what is known about the hospital's products, services, and prices. Then, the procedure is continued with the promotion mix, place determination, and distribution channels (satellite, recommended). Finally, it refers to the consistency of integration and impact on targets to achieve quality service. The following outcome is increased hospital admissions and visits (transactions). There is intense competition, demands to survive and develop, and marketing strategies must continue following current development conditions (Puspitasari et al., 2022).

This research refers to the Sinollah (2020) study on "Service Excellent Rumah Sakit Amalia Dan Hwa Pare, Kediri." Amelia Pare Hospital visits tend to be volatile, so it needs to be known what effect the marketing mix has on the consumer's decision to use the hospital. He shows that the marketing mix influences the consumer's decision to visit Amelia Pare Hospital. Even though the promotion aspect needs to be repaired and medical tools are incomplete, the seven elements of the marketing mix have a strong influence on consumer decisions to use a hospital. Alfianti & Karimuna (2017) states that products and people in the marketing mix influence people's decisions to choose inpatient services at Bahtera Mas Hospital, Southeast Sulawesi Province. Azizah & Raharjo (2020) stated in their research at the Tugurejo Hospital Outpatient Installation in Semarang that the product mix, place, promotion, and process influence consumer decisions in choosing health services.

This study aims to determine the strategy for increasing visits by applying the marketing mix. The difference between this research and previous research is that in this study, the 8P was used (product/service, price, place setting, promotion, service provider, process, physical facility, and providing customer).

## **2. Methodology**

This research uses a qualitative approach with descriptive methods. This type of research uses a literature study or literature review. This research begins with Adipradana's (2014) thesis on implementing the marketing mix at RSU Amelia Pear and is further developed from books and scientific journals relevant to this research. After the data is collected, it is analyzed, interpreted, and compiled into a strategy to increase hospital visits with a marketing mix.

## **3. Research Results**

A marketing mix is marketing elements that are interrelated, blended, organized, and appropriate. So that companies can achieve marketing goals effectively while satisfying consumer needs and desires (Išoraitė, 2016). Supriyanto (2010) states that the primary purpose of the marketing mix is to create market share through uniqueness so that transactions or purchases of products/services occur. The results of Adipradana's research (2014) state that seven aspects of the marketing mix influence consumer decisions in choosing where to seek treatment at Amelia Pare Hospital. Based on the results of observations of current conditions and the effects of Pradana's research (2014) states that the marketing mix at Amelia Pare Hospital is below:

### **3.1. The Product and Service**

Outpatient service at Amelia Pare Hospital has a wide range of specialists (eye specialist, Ear Nose and Throat specialist, neurologist, heart and blood vessel specialist, lung specialist, orthopaedic specialist, and urology specialist). Amelia Pare Hospital also provides support services like Radiology and Laboratory. The type of outpatient services at Amelia Pare Hospital is enough to complete than at competing hospitals, but consumers are interested or decide to choose Amelia Pare Hospital for treatment.

### **3.2. The Price**

The cost of health services is determined by how much they cost relative to the benefits received and how much they cost comfortably. Consumers assess that Amelia

Pare Hospital provides affordable prices and fees paid to follow the services provided. Currently, Amelia Pare Hospital can also serve BPJS and non-BPJS patients.

### **3.3. The Place**

Locations that attract consumers or patients can provide comfort and convenience to reach these places. Amelia Pare Hospital is located in the centre of Pare city. This location is strategic and can be reached by public and private transportation.

### **3.4. The Promotion**

Promotion is the most appropriate means to attract patient visits. One of the objectives of the promotion is to provide information to the public so that they know about the various types of services and polyclinics available at Amelia Pare Hospital. Marketing activities carried out by Amelia Pare Hospital are by distributing brochures, and pamphlets, through social media, Instagram, and the Website. However, the Amelia Hospital website is less active and not updated. It is not uncommon for promotions to be carried out of *getuk tular* or word of mouth.

### **3.5. The Service Provider**

People, in this case, health service providers, have an essential role in influencing consumers to decide and choose health services. Some indicators of people in this study are the thoroughness of medical personnel, the ability to respond quickly, and the officers' attitude (friendliness and courtesy).

### **3.6. The Process**

Supriyanto (2010) said that the process is interactive between service providers and customers. The process in Amelia Pare Hospital is a process of registration, checking until the payment. In some patient reviews on the internet, some are still disappointed with the services provided by the officers at Amelia Pare Hospital.

### **3.7. The Physical Facility**

The physical facility of Amelia Pare Hospital is an environment where the patient interacts with medical personnel. The place for service processes as well as any tangible component of the hospital that facilitates the appearance or service communication of Hospital Amelia Pare: the waiting room and market space for patients and a clean hospital environment.

## **4. Discussion**

Supriyanto (2010) stated that the marketing mix is a functional strategy in marketing tactics. Marketing tactics are activities whose purpose is to create market share. Marketing mix activities have the ultimate goal of generating visits to health services (sales transactions). After the transaction, the health service should try to get consumers to come back to the health service, suggesting other people seek treatment at the health service. So, health services must provide excellent, consistent, and reliable service processes and increase the number of variations of services according to consumer needs. Service excellence is the goal of service delivery. Therefore, the mix must fulfil the principles of consistency, integration, and Leverage. Integration means that hospitals must be able to combine marketing aids synergistically because the synergistic effect will

be more significant if they are used together or according to market needs and expectations. Because the combination of P1 and P7 must be balanced, Leverage results from the marketing mix, namely increasing visits or increasing hospital income. The marketing mix strategy (8P) is as follows:

1. The Product Mix

Supriyanto (2010) said the product mix is the products and services the hospital offers to patients. Service product strategy in competing, namely:

- a. Ease (accessibility) includes; 1) a reasonable distance, 2) an easy-to-get location, and 3) the ability to seek treatment or consult at the time the patient wants.
- b. Diversity (variability, availability), which includes: 1) many choices; 2) variety of services, prices, and brands
- c. Quality of service, for example, speed, friendliness of staff, and professional service skills.
- d. Featured product/service characteristics
- e. Post-service, for example, easy re-consultation, home care, and follow-up treatment.

2. The Price Mix

Purwanto et al. (2020); Wijaya & Happy (2022) stated that the price is usually used to guide buying decisions because it creates an impression of product quality. Patients will be interested in using the health service again if the price set follows the rate provided. When a hospital sets a price, it must consider consumer perceptions because it can influence consumer decisions about health services (Lee & Carter, 2011). The payment method is also a price component in the marketing mix, hospitals that accept BPJS patients or health insurance are also a consideration for consumers to choose these health services (Soeprajitno et al., 2019).

3. The Place Mix

Wijaya & Happy (2022) said that location is an essential factor influencing a patient's choice of hospital. According to McDonald and Payne (2001), the interaction between service providers and customers affects the choice of place, namely customers visiting service providers, service providers visiting customers and service providers and customers transacting business over long distances (e.g. telemedicine). The principles of determining a place, according to Supriyanto (2010), are accessibility, acceptancy (comfort, security, parking space), referral system development (satellite health services, referrals) and legality (place permits).

4. The Promotion Mix

The promotion strategy, according to Supriyanto (2010), is a strategic plan for the optimal use of promotional media elements such as advertising, public relations, personal selling, and sales promotion with two strategies, namely:

- a. Push strategy: hospitals get patients from tiered referrals and techniques by building partnerships and referral systems.
- b. Pull strategy: hospitals get patients directly from the community or through referrals using personal selling (e.g., word of mouth).

5. The People or Service Provider Mix

People are essential in any organization, so recruitment, selection, training, motivation, and human resource management are part of a strategy to increase effective behaviour.

6. The Process Mix

The process is an interactive relationship between healthcare providers and customers. According to Supriyanto (2010), the interaction process is an indicator of service quality assessment. The hospital's strategy to produce good quality is to ensure that services are carried out according to procedures and delivered in a RATER (reliability, assurance, tangible, empathy, responsiveness) manner.

7. The Physical Facility Mix

The marketing strategy for hospital physical facilities is the existence of sophisticated technology, equipment safety and the environment, room comfort, room layout, and professional credibility are the main things that must be implemented by the hospital (Supriyanto, 2010).

8. The *Providing Customer Service*

According to Supriyanto (2010), the marketing strategy for providing customer service is to pay attention to customer needs regarding public facilities such as banks, canteens or lodging places for patient families. Handling complaints, improving relationships with customers and creating a discount system are also included in the customer service strategy.

## 5. Conclusion

The marketing mix is a marketing strategy that must be reviewed from time to time to meet customer expectations and adjust to current conditions. Also, compare competitors' marketing mixes to make them more comprehensive. Marketing mix tools (8P) are not based on the number of devices used. However, how do you combine P1 to P7 plus P8 (providing customer/service facilities outside the 7Ps) so that they are balanced and related to each other to produce quality service quality? Price with quality of service must be balanced by focusing on customers. The product life cycle must also be considered to determine the promotion strategy used. The result of the marketing mix strategy visits health services, even increasing visits and customer loyalty.

## 6. Acknowledgement

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