

The Influence of Service Marketing Mix on the Revisitation Intention of BPJS Inpatient Patients at Royal Prima Marelان General Hospital



Chrismis Novalinda Ginting¹, Muhammad Aditya Kurnia², Zulvan Jaya Putra Zai³

^{1,2,3} Program Studi Magister Kesehatan Masyarakat Universitas Prima Indonesia

ABSTRACT: Marketing in hospitals is a basic activity of an organization to run its business and to maintain its continuity, the role of marketing in hospitals is very important in determining hospital selection. Service marketing needs an expanded marketing mix with the addition of a non-traditional marketing mix, namely people, physical evidence, and process, so that it becomes seven elements. This research aims to determine the influence of the marketing mix of services on the intention to revisit BPJS inpatients at Royal Prima Marelان General Hospital. This research is an analytical observational research with a cross-sectional approach. The population in this study were BPJS patients hospitalized during the last five months at Royal Prima Marelان General Hospital, totaling 1,279 patients. Determination of samples using the Slovin formula with a total sample of 305 patients. Data analysis uses univariate, bivariate, and multivariate analysis. The results of the research show that the variables of type of service, location of service, promotion, health personnel, physical appearance, service procedures, and hospital performance have a positive and significant effect on interest in revisiting inpatient BPJS patients at Royal Prima Marelان hospital p-value <0.05. The independent variable that most influences the interest in revisiting inpatient BPJS patients at the Hospital of Royal Prima Marelان is the hospital performance variable.

KEYWORDS: Hospitals, Services Marketing Association, BPJS, Hospitalization

INTRODUCTION

Hospitals have the responsibility of providing comprehensive individual healthcare services. Comprehensive healthcare services encompass promotive, preventive, curative, and rehabilitative care. This situation underscores the importance of hospitals paying meticulous attention to the quality of services offered to consumers, in this case, patients who seek hospital services, ensuring that patients experience satisfaction with the quality provided (Karin, 2019).

The decrease in the number of patient visits to hospitals is a problem that hospital administrators cannot ignore (Dian, 2022). The decline in patient visits can reduce the hospital's revenue and affect the suboptimal utilization of the hospital itself (Dian, 2022).

In marketing management, the cost incurred for acquiring new patients tends to be higher than retaining existing ones. Repeat visits indicate the patient's interest in utilizing healthcare services they have previously experienced or their loyalty to the healthcare facility, whereas new visits signify the patient's interest in accessing healthcare services at a specific facility (Syam, 2019).

In theoretical terms, according to Kotler (2018), the marketing mix is a set of marketing tools companies use to pursue their marketing objectives in the target market. The objectives of the marketing mix are to capture consumer interest by promising superior value, establishing an attractive price, distributing products conveniently, promoting effectively, and retaining existing customers while maintaining customer satisfaction (M. Adam, 2018).

The traditional marketing mix concept consists of the 4Ps: product, price, place, and promotion. However, an expanded marketing mix is needed for services marketing, incorporating non-traditional elements, which include people, physical evidence, and process, resulting in a total of 7 elements (7Ps) (Puji, 2018). This extended marketing mix is particularly relevant for services because it recognizes the significance of factors like customer interactions (people), the tangible aspects of service delivery (physical evidence), and the processes involved in service provision.

The Influence of Service Marketing Mix on the Revisitation Intention of BPJS Inpatient Patients at Royal Prima Marelan General Hospital

Based on the pre-survey results conducted by the researcher at Royal Prima Marelan General Hospital in December 2022, through interviews with marketing department personnel at the hospital, it was found that the annual patient visits over the past five months have experienced a decline. In July, there were 310 inpatient visits; in August, 273 patients; in September, 245 patients; in October, 233 patients; and in November, 218 patients. This indicates a low level of interest among patients in returning to use the hospital's services.

Given the background information provided and previous research findings, the researcher is interested in conducting a study titled "The Influence of Service Marketing Mix on the Revisitation Intention of BPJS Inpatient Patients at Royal Prima Marelan General Hospital." This research title directly addresses the observed decline in patient visits and the importance of understanding how the service marketing mix affects the intention of BPJS inpatient patients to revisit the hospital.

METHODS

This research is classified as an analytical observational study involving a survey or research to explore how and why this health phenomenon occurs. Using a Cross-Sectional approach, it then analyzes the dynamics of correlations between phenomena or risk and effect factors (Notoatmodjo, 2018). The study was conducted at Royal Prima Marelan General Hospital, located at Jl. Marelan Raya Ps. II Pasar III No. 187, Rengas Pulau, Medan Marelan District, Medan City, North Sumatra, 20255. The preliminary survey was conducted in October 2022, followed by data collection.

The population in this study consisted of BPJS inpatient patients at Royal Prima Marelan General Hospital over the last five months, totaling 1,279 patients. The research sample was selected using the consecutive sampling method and will be further refined based on inclusion and exclusion criteria. According to the Slovin formula for sample size calculation, the total sample size obtained is 305.

The primary data source for this research was the questionnaire survey results regarding the influence of the service marketing mix on the revisitation intention of BPJS inpatient patients at Royal Prima Marelan General Hospital. The secondary data sources for this study included journals, the profile of Royal Prima Marelan General Hospital, and several articles from relevant sources. These secondary sources provided additional context and information to support the research findings.

Data analysis in this study involved univariate, bivariate, and multivariate analyses using the statistical software SPSS Version 25. After processing the data, the analysis involved calculating the proportions of respondent characteristics based on the variables used. Research ethics were upheld through the use of an Informed Consent form and anonymity to safeguard the confidentiality of the participants. The researchers did not disclose the names of the respondents but assigned only codes to maintain their anonymity.

RESULTS

The Characteristics of the Respondent

Table 1. Distribution of Patient Characteristics Based on Age

Age	n	%
< 25 years	6	2
25-30 years	136	44,6
31-35 years	88	28,9
> 35 years	75	24,6
Total	305	100

Source: Primary Data Processed in 2023

Table 2. Distribution of Patient Characteristics Based on Gender

Gender	n	%
Male	69	22,6
Female	236	77,4
Total	305	100

Source: Primary Data Processed in 2023

The Influence of Service Marketing Mix on the Revisitation Intention of BPJS Inpatient Patients at Royal Prima Marelan General Hospital

Table 3. Distribution of Respondent Characteristics Based on Highest Education Level

Highest Education	n	%
Elementary	2	0,7
Junior High	3	1
Senior High	59	19,3
Associate	37	12,1
Undergraduate	204	66,9
Total	305	100

Source: Primary Data Processed in 2023

Table 4. Distribution of Respondent Characteristics Based on Occupation

Occupation	n	%
Housewife	19	6,3
Employee	64	21
Retired	1	0,3
Public Officer	100	35,7
Police	10	3,3
Entrepreneur	59	19,3
Unemployed	43	14,1
Total	76	100

Source: Primary Data Processed in 2023

Among 305 respondents, the largest age group was between 25-30 years old, comprising 136 respondents, accounting for 44.6% of the total. Regarding gender, the majority of respondents were female, totaling 236 respondents, representing 77.4% of the total respondents. Respondents with a bachelor's degree (S1) were the largest group, consisting of 204 respondents, making up the highest percentage at 66.9% of the total respondents. Among the respondents, 109 had a job as civil servants (PNS), representing the largest group at 35.7% of the total respondents.

UNIVARIATE ANALYSIS RESULTS

Table 5. Frequency Distribution of Respondent Responses Based on Service Types (Product)

Service Types (Product)	n	%
good	275	90,2
Not good	30	9,8
Total	305	100

Source: Primary Data Processed in 2023

Respondents who stated that the type of service at Royal Prima Marelan General Hospital is good amounted to 275 respondents, accounting for 90.2%. Meanwhile, respondents who said that the type of service at Royal Prima Marelan General Hospital is not good amounted to 30 respondents, representing 9.8%.

Table 6. Frequency Distribution of Respondent Responses Based on Service Location (Place)

Place	n	%
good	275	90,2
Not good	30	9,8
Total	305	100

Source: Primary Data Processed in 2023

Respondents who stated that the service procedures at Royal Prima Marelan General Hospital are good amounted to 279 respondents, accounting for 91.5%. On the other hand, respondents who said that the service procedures at Royal Prima Marelan General Hospital are not good amounted to 26 respondents, representing 8.5%.

The Influence of Service Marketing Mix on the Revisitation Intention of BPJS Inpatient Patients at Royal Prima Marelan General Hospital

Table 7. Frequency Distribution of Respondent Responses Based on Hospital Performance

Performance	n	%
good	273	89,5
Not good	32	10,5
Total	305	100

Source: Primary Data Processed in 2023

Respondents who stated that the performance of Royal Prima Marelan General Hospital is good amounted to 273 respondents, accounting for 89.5%. Conversely, respondents who indicated that the performance of Royal Prima Marelan General Hospital is not good amounted to 32 respondents, representing 10.5%.

Table 8. Frequency Distribution of Respondent Responses Based on Revisitation Intention of Patients

Revisitation Intention of Patients	n	%
Yes	274	89,8
No	31	10,2
Total	305	100

Source: Primary Data Processed in 2023

Respondents who expressed an interest in revisiting Royal Prima Marelan General Hospital amounted to 274 respondents, representing 89.8%. Meanwhile, respondents who stated that they were not interested in revisiting Royal Prima Marelan General Hospital totaled 31 respondents, accounting for 10.2%.

BIVARIATE ANALYSIS RESULTS

Table 9. The Influence of the Service Marketing Mix (Product) on the Revisitation Intention of BPJS Inpatient Patients to Royal Prima Marelan General Hospital

Product	Revisitation Intention				Total		P-Value
	Yes		No		n	%	
	n	%	n	%			
Good	266	87,2	9	3	275	90,2	0,000
Not good	8	2,6	22	7,2	30	9,8	
Total	274	89,8	31	10,2	305	100	

Source: Primary Data Processed in 2023

The chi-square test results for the service marketing mix (Product) on the revisitation intention of BPJS inpatient patients to Royal Prima Marelan General Hospital yielded a p-value of 0.000, which is less than 0.05. This indicates a positive and significant influence.

Table 10. The Influence of the Service Marketing Mix (Place) on the Revisitation Intention of BPJS Inpatient Patients to Royal Prima Marelan General Hospital

Place	Revisitation Intention				Total		P-Value
	Yes		No		n	%	
	n	%	n	%			
Good	267	87,5	8	2,6	275	90,2	0,000
Not good	7	2,3	23	7,5	30	9,8	
Total	274	89,8	31	10,2	305	100	

Source: Primary Data Processed in 2023

In the service marketing mix (Place), regarding its influence on the revisitation intention of BPJS inpatient patients to Royal Prima Marelan General Hospital, a p-value of 0.000 was obtained, which is less than 0.05. This indicates a positive and significant influence.

The Influence of Service Marketing Mix on the Revisitation Intention of BPJS Inpatient Patients at Royal Prima Marelan General Hospital

Table 11. The Influence of the Service Marketing Mix (Promotion) on the Revisitation Intention of BPJS Inpatient Patients to Royal Prima Marelan General Hospital

<i>Promotion</i>	<i>Revisitation Intention</i>				<i>Total</i>		<i>P-Value</i>
	<i>Yes</i>		<i>No</i>		<i>n</i>	<i>%</i>	
	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>			
Good	260	85,2	10	3,3	270	88,5	0,000
Not good	14	4,6	21	6,9	35	11,5	
Total	274	89,8	31	10,2	305	100	

Source: Primary Data Processed in 2023

In the service marketing mix (Promotion), concerning its influence on the revisitation intention of BPJS inpatient patients to Royal Prima Marelan General Hospital, a p-value of 0.000 was obtained, which is less than 0.05. This indicates a positive and significant influence.

Table 12. The Influence of the Service Marketing Mix (People) on the Revisitation Intention of BPJS Inpatient Patients to Royal Prima Marelan General Hospital

<i>Health workers (People)</i>	<i>Revisitation Intention</i>				<i>Total</i>		<i>P-Value</i>
	<i>Yes</i>		<i>No</i>		<i>n</i>	<i>%</i>	
	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>			
Good	268	87,9	10	3,3	278	91,1	0,001
Not good	6	2	21	6,9	27	8,9	
Total	274	89,8	31	10,2	305	100	

Source: Primary Data Processed in 2023

In the service marketing mix (People), concerning its influence on the revisitation intention of BPJS inpatient patients to Royal Prima Marelan General Hospital, a p-value of 0.001 was obtained, which is less than 0.05. This indicates a positive and significant influence.

Table 13. The Influence of the Service Marketing Mix (Physical) on the Revisitation Intention of BPJS Inpatient Patients to Royal Prima Marelan General Hospital

<i>Physical</i>	<i>Revisitation Intention</i>				<i>Total</i>		<i>P-Value</i>
	<i>Yes</i>		<i>No</i>		<i>n</i>	<i>%</i>	
	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>			
Good	264	86,6	12	3,9	276	90,5	0,000
Not good	10	3,3	19	6,2	29	9,5	
Total	274	89,8	31	10,2	305	100	

Source: Primary Data Processed in 2023

In the service marketing mix (Physical), regarding its influence on the revisitation intention of BPJS inpatient patients to Royal Prima Marelan General Hospital, a p-value of 0.000 was obtained, which is less than 0.05. This indicates a positive and significant influence.

Table 14. The Influence of the Service Marketing Mix (Process) on the Revisitation Intention of BPJS Inpatient Patients to Royal Prima Marelan General Hospital

<i>Service procedures (Process)</i>	<i>Revisitation Intention</i>				<i>Total</i>		<i>P-Value</i>
	<i>Yes</i>		<i>No</i>		<i>n</i>	<i>%</i>	
	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>			
Good	265	86,9	14	4,6	279	91,5	0,000
Not good	9	3	17	5,6	26	8,5	
Total	274	89,8	31	10,2	305	100	

Source: Primary Data Processed in 2023

The Influence of Service Marketing Mix on the Revisitation Intention of BPJS Inpatient Patients at Royal Prima Marelan General Hospital

In the service marketing mix (Process), concerning its influence on the revisitation intention of BPJS inpatient patients to Royal Prima Marelan General Hospital, a p-value of 0.000 was obtained, which is less than 0.05. This indicates a positive and significant influence.

Table 15. The Influence of the Service Marketing Mix (Hospital Performance) on the Revisitation Intention of BPJS Inpatient Patients to Royal Prima Marelan General Hospital

Performance	Revisitation Intention				Total		P-Value
	Yes		No		n	%	
	n	%	n	%			
Good	260	85,2	13	4,3	273	89,5	0,000
Not good	14	4,6	18	5,9	32	10,5	
Total	274	89,8	31	10,2	305	100	

Source: Primary Data Processed in 2023

In the service marketing mix (Hospital Performance), regarding its influence on the revisitation intention of BPJS inpatient patients to Royal Prima Marelan General Hospital, a p-value of 0.000 was obtained, which is less than 0.05. This indicates a positive and significant influence.

MULTIVARIATE ANALYSIS RESULTS

Table 16. Candidate Selection for Multivariate Analysis

Variable	P-Value	Candidate
Service types (<i>Product</i>)	0,000	Ya
Service location (<i>Place</i>)	0,000	Ya
Promotion	0,000	Ya
Health workers (<i>People</i>)	0,001	Ya
Physical	0,000	Ya
Service procedures (<i>Process</i>)	0,000	Ya
Performance	0,000	Ya

Source: Data Processed in 2023

All independent variables in this study have a p-value < 0.05. Based on these results, all independent variables are included in the multivariate testing model in the following table:

Table 17. Multivariate Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	2416.560	7	345.223	25.270	.000 ^b
	Residual	4057.493	297	13.662		
	Total	6474.052	304			

a. Dependent Variable: Minat Berkunjung Ulang

b. Predictors: (Constant), Performance, Product, Process, Promotion, Physical, Place, People

Source: Data Processed in 2023

The multivariate analysis results for the independent variables against the dependent variable indicate a significance value of 0.000, which is less than 0.05. This means that the independent variables in this study, when considered together or simultaneously, significantly influence the dependent variable. To determine which independent variable has the most significant impact on the dependent variable, we can refer to the following table:

The Influence of Service Marketing Mix on the Revisitation Intention of BPJS Inpatient Patients at Royal Prima Marelan General Hospital

Table 18. The Most Influential Independent Variable on the Dependent Variable

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.240	1.805		1.241	.216
	Product	.126	.053	.126	2.364	.019
	Place	.146	.052	.156	2.782	.006
	Promotion	.222	.063	.190	3.539	.000
	People	.027	.056	.028	.486	.628
	Physical	.151	.056	.154	2.708	.007
	Process	.075	.055	.072	1.377	.170
	Performance	.331	.088	.199	3.781	.000

a. Dependent Variable: Revisitation intention

Source: Data Processed in 2023

The research findings indicate that the highest t-value is found in the variable "Hospital Performance," which is 3.781. From these results, it can be concluded that the independent variable that has the most significant influence on the dependent variable in this study is Hospital Performance.

DISCUSSION

The Influence of the Service Marketing Mix (Product) on the Revisitation Intention of BPJS Inpatient Patients to Royal Prima Marelan General Hospital

If the type of service at Royal Prima Marelan General Hospital is good, then patients who are interested in revisiting are 266 (87.2%) patients, and patients who are not interested in revisiting Royal Prima Marelan General Hospital are 9 (3%) patients. If the type of service at Royal Prima Marelan General Hospital is not good, then patients who are interested in revisiting are 8 (2.6%) patients, and patients who are not interested in revisiting Royal Prima Marelan General Hospital are 22 (7.2%) patients.

The results of this study align with previous research conducted by Umy (2020) titled "The Influence of the Marketing Mix on Revisitation Intention for Health Services at Balkemas in the Ambarawa Region." Umy's study also found a significant influence of the marketing mix, specifically the product, on the intention to revisit health services in the Ambarawa Region, with a p-value of 0.000. Similarly, the findings are consistent with research conducted by Setianingsih (2018), which indicated a significant relationship between the product (service) and patient loyalty. Puji (2018) also reported a relationship between the product and the level of patient visits in their research. These congruent findings across different studies suggest the importance of the product or service quality in influencing patients' revisitation intentions and loyalty within the healthcare context.

Based on previous research conducted by Dewi Barus (2018), the product in healthcare services refers to the service provided, which encompasses the entire concept of the object or process that delivers a certain value and benefit to patients. High-quality products are a factor that influences the revisitation intention of patients. The research results showed a significant positive impact of the product on the revisitation intention of patients (Barus, 2018). It's essential to note that when it comes to products, consumers are not just buying the physical aspect of the product but also purchasing the benefits and value it offers, often referred to as "the offer." With good product quality provided by the hospital to patients, it enhances the patients' intention to return and use the healthcare services offered by the hospital again.

The Influence of the Service Marketing Mix (Place) on the Revisitation Intention of BPJS Inpatient Patients to Royal Prima Marelan General Hospital

If the service location at Royal Prima Marelan General Hospital is good, then patients who are interested in revisiting are 267 (87.5%) patients, and patients who are not interested in revisiting Royal Prima Marelan General Hospital are 8 (2.6%) patients. If the service location at Royal Prima Marelan General Hospital is not good, then patients who are interested in revisiting are 7 (2.3%) patients, and patients who are not interested in revisiting Royal Prima Marelan General Hospital are 23 (7.5%) patients.

The results of this research align with studies conducted by Ekawati et al. (2022), where the location of RS Yadika Pondok Bambu positively influenced former patients' intention to revisit RS Yadika Pondok Bambu. Similarly, Shalamah (2021) conducted research on the influence of the marketing mix on revisitation intention at Balai Kesehatan Masyarakat (Community Health Centers), and the results indicated that the marketing mix, particularly the location, had a positive and significant impact on revisitation intention

The Influence of Service Marketing Mix on the Revisitation Intention of BPJS Inpatient Patients at Royal Prima Marelan General Hospital

at Balai Kesehatan Masyarakat. Additionally, Ekawati (2022) conducted a study with similar findings, where the location of RS Yadika Pondok Bambu had a positive influence on the intention of former patients to revisit RS Yadika Pondok Bambu. These consistent findings from different studies highlight the significant role of location in influencing patients' intentions to revisit healthcare facilities.

The choice of a place necessitates careful consideration of a number of aspects, such as Accessibility, for instance, a place that is simple to reach by public transportation. Visibility: For example, a place that is easily seen from the side of the road. Foot Traffic: An area where there are a lot of people going by can present several opportunities for impulsive purchases. On the other hand, issues may arise from the volume and density of vehicle traffic. Heavy traffic and congestion may make it difficult for consumers to park or dissuade them from visiting the business, which could result in a bad customer experience. The environment ought to support the services provided. Competition, which includes the existence of rival sites.

The Influence of the Service Marketing Mix (Promotion) on the Revisitation Intention of BPJS Inpatient Patients to Royal Prima Marelan General Hospital

If the promotion conducted by Royal Prima Marelan General Hospital is good, then there are 260 patients (85.2%) interested in revisiting, and 10 patients (3.3%) are not interested in revisiting Royal Prima Marelan General Hospital. However, if the promotion conducted by Royal Prima Marelan is not good, then there are only 14 patients (4.6%) interested in revisiting, while 21 patients (6.9%) are not interested in revisiting Royal Prima Marelan General Hospital.

The results of this study are not in line with the research conducted by Sitti (2023) on the influence of marketing mix on the intention of outpatient return visits, which showed that there was no influence of promotion marketing mix on the intention of outpatient return visits at the Syamsinar Maros clinic. However, the results of this study are consistent with the research conducted by Umy (2020) with the title "The Influence of Marketing Mix on the Intention of Revisiting Health Services in the Ambarawa Public Health Center Area," which showed an influence of promotion marketing mix on the intention of revisiting health services in the Ambarawa Public Health Center area with a value of $p=0.000$. The same results were also found by Nisa (2019), which showed a relationship between the promotion variable and patient decisions in choosing outpatient care units.

What needs to be considered in promotion is the selection of the promotion mix, which consists of advertising, personal selling, sales promotion, public relations, word of mouth, and direct mail. With good-quality promotion provided by the hospital to patients, it will increase the curiosity of patients to return to using healthcare services at the hospital. The concept of hospital promotion is about how patients become aware of the types of services available at the hospital, how they are motivated to use them, and how they use them continuously and share that information with their relatives (Usman, 2022).

The Influence of the Service Marketing Mix (People) on the Revisitation Intention of BPJS Inpatient Patients to Royal Prima Marelan General Hospital

If the healthcare staff at Royal Prima Marelan General Hospital is good, then patients who are interested in returning are 268 (87.9%) patients, and patients who are not interested in returning to Royal Prima Marelan are 10 (3.3%) patients. If the healthcare staff at Royal Prima Marelan is not good, then patients who are interested in returning are 6 (2%) patients, and patients who are not interested in returning to Royal Prima General Hospital Marelan are 21 (6.9%) patients.

The results of this study are consistent with the research conducted by Dian (2023) on the influence of marketing mix on the satisfaction and intention to revisit general outpatients at RSUD Labuang Baji Makassar in 2022, which showed that the marketing mix of "people" has a positive and significant influence on the intention of general outpatient patients to revisit RSUD Labuang Baji Makassar. Similar findings were also observed by Yuli, indicating an influence of the marketing mix on patient revisit. However, this study differs from the research by Ajeng (2018), which stated that there was no significant relationship between people's perceptions (human resources) and patient loyalty at the Outpatient Department of RSK. Dr. Sitanala Tangerang, with a p-value of 0.681.

People (individuals/actors) in services are those directly involved in carrying out all company activities and play a crucial role in all organizations. What should be of concern for service companies is that the recruitment of their human resources should be oriented towards customers from the beginning, as they will eventually have direct interactions with customers. It is important to hire and train the right people to provide the best service to customers (Musfar, 2020). Human resources have a positive influence on patient loyalty, indicating that the skills and competencies possessed by hospital staff can contribute to patient satisfaction. The strategy for the "people" component of the marketing mix to sustain its operations can be carried out by managing and training human resources effectively to support the creation of excellent service quality (Huda, 2022).

The Influence of Service Marketing Mix on the Revisitation Intention of BPJS Inpatient Patients at Royal Prima Marelan General Hospital

The Influence of the Service Marketing Mix (Physical) on the Revisitation Intention of BPJS Inpatient Patients to Royal Prima Marelan General Hospital

If the physical appearance of Royal Prima Marelan General Hospital is good, then patients who are interested in revisiting amount to 264 (86.6%) patients, and patients who are not interested in revisiting Royal Prima Marelan General Hospital amount to 12 (3.9%) patients. If the physical appearance of Royal Prima Marelan is not good, then patients who are interested in revisiting amount to 10 (3.3%) patients, and patients who are not interested in revisiting Royal Prima Marelan amount to 19 (6.2%) patients.

The research findings are consistent with previous studies. They align with the research conducted by Lammade (2017), which showed that physical facilities (physical evidence) have a relationship with the intention to reuse inpatient services. These results are also in line with the research conducted by Nurmawaddah (2020), which found that the marketing mix of physical evidence influences the intention to reuse services in the outpatient department of RSIA Petiwi Makassar. However, they differ from the findings of the study conducted by Risah (2022), which indicated that the marketing mix of physical evidence does not influence the intention of patients to revisit.

Physical evidence refers to the physical environment where services are created and directly interacted with by consumers. In this context, hospitals must showcase the quality of their facilities to patients, including the cleanliness of the environment from the external surroundings to the inpatient rooms. It is essential to ensure that all areas and rooms are clean and well-organized to enhance the comfort of patients and other visitors. This cleanliness and organization can create a positive impression on patients, encouraging them to revisit and utilize the hospital's services again. Physical evidence plays a crucial role in marketing by differentiating services and making the physical facilities as attractive as possible to attract customers from their target market.

The Influence of the Service Marketing Mix (Process) on the Revisitation Intention of BPJS Inpatient Patients to Royal Prima Marelan General Hospital

If the service procedures at Royal Prima Marelan General Hospital are good, then patients who are interested in revisiting amount to 265 (86.9%) patients, and patients who are not interested in revisiting Royal Prima Marelan amount to 14 (4.6%) patients. If the service procedures at Royal Prima Marelan are not good, then patients who are interested in revisiting amount to 9 (3%) patients, and patients who are not interested in revisiting Royal Prima Marelan general hospital amount to 17 (5.6%) patients.

The results of this study are consistent with research conducted by Umy (2020) titled "The Influence of Marketing Mix on the Intention to Revisit Health Services in the Ambarawa Health Center Area." Their research showed a significant influence of the service procedures marketing mix on the intention to revisit health services in the Ambarawa Health Center Area with a p-value of 0.000. Similar results were also found in a study by Azizah (2010), which demonstrated a significant influence of the process marketing mix on the variable of intention to revisit, with a p-value of 0.000. However, this study differs from research conducted by Mahara (2021) on the "Relationship of Marketing Mix with the Intention to Revisit General Patients at Mitra Medika Amplas Medan General Hospital," which found a negative and significant influence of the process on the intention to revisit general patients at the hospital of Mitra Medika Amplas Medan.

The service process refers to all the ways or procedures by which services are delivered to consumers (Setianingsih, 2018). The process encompasses all activities, typically including procedures, work schedules, mechanisms, and where services are produced and delivered to consumers (Rahman, 2020). The process in a hospital is equally important, as every patient desires an easy and swift process. When a hospital can meet this expectation, it creates an impression in the service process. A fast and efficient process is the expectation of every patient visiting a hospital. The service process is one of the key factors influencing patient loyalty to the hospital, including the waiting time for patients to receive the service they desire (Sulistiadi & Junaidi, 2022).

This means that the better a hospital provides a process, the better the patient's experience will be. A marketing mix strategy for the process to be sustainable in its operations can be achieved by evaluating the standard operating procedures (SOPs) in all service departments in line with technological advancements.

The Influence of the Service Marketing Mix (Performance) on the Revisitation Intention of BPJS Inpatient Patients to Royal Prima Marelan General Hospital

If the performance of Royal Prima Marelan General Hospital is good, then patients who are interested in revisiting amount to 260 (85.2%) patients, and patients who are not interested in revisiting Royal Prima Marelan amount to 13 (4.3%) patients. If the performance of Royal Prima Marelan is not good, then patients who are interested in revisiting amount to 14 (4.6%) patients, and patients who are not interested in revisiting the hospital of Royal Prima Marelan amount to 18 (5.9%) patients.

The Influence of Service Marketing Mix on the Revisitation Intention of BPJS Inpatient Patients at Royal Prima Marelان General Hospital

The results of this study are in line with the research conducted by Sri Wahyuni (2020), which states that the marketing mix of performance has an influence on the intention to revisit, indicating that good performance leads to a higher likelihood of patients utilizing the hospital's services.

Based on these results, Royal Prima Marelان General Hospital should have good overall performance. Good performance will lead to patient satisfaction, which in turn can influence patients' decisions to continue using the healthcare services at the hospital. Hospital management needs to address issues such as a decrease in patient visits due to dissatisfaction, which can lead to a decrease in hospital revenue (Nasution, 2020).

Long-term visits indicate a patient's interest in utilizing healthcare services they have previously experienced or their loyalty to that healthcare facility. On the other hand, new visits reflect a patient's interest in utilizing the healthcare services offered at a specific facility (Trimurthy, 2019)

CONCLUSION

Based on the results of the research conducted, the conclusions in this study are as follows:

1. The marketing mix of service type (product) has a positive and significant effect on the intention to revisit BPJS inpatient patients at Royal Prima Marelان General Hospital (P = 0.000).
2. The marketing mix of location (place) positively and significantly affects the intention to revisit BPJS inpatient patients at Royal Prima Marelان General Hospital (P = 0.000).
3. The marketing mix of promotion has a positive and significant effect on the intention to revisit BPJS inpatient patients at Royal Prima Marelان General Hospital (P = 0.000).
4. The marketing mix of healthcare personnel (people) positively and significantly affects the intention to revisit BPJS inpatient patients at Royal Prima Marelان General Hospital (P = 0.001).
5. The marketing mix of physical appearance (physical) positively and significantly affects the intention to revisit BPJS inpatient patients at Royal Prima Marelان General Hospital (P = 0.000).
6. The marketing mix of service procedure (process) positively and significantly affects the intention to revisit BPJS inpatient patients at Royal Prima Marelان General Hospital (P = 0.000).
7. The marketing mix of hospital performance (performance) positively and significantly affects the intention to revisit BPJS inpatient patients at Royal Prima Marelان General Hospital (P = 0.000).
8. The service type, location, promotion, healthcare personnel, physical appearance, procedures, and hospital performance together have a positive and significant effect on the intention to revisit BPJS inpatient patients at Royal Prima Marelان General Hospital (P = 0.000).
9. The independent variable that has the most significant effect on the intention to revisit BPJS inpatient patients to Royal Prima Marelان General Hospital is the hospital's performance.

RECOMMENDATION

A suggestion for future researchers is to investigate other variables that may influence the intention to revisit patients, such as cost, service quality, and others.

REFERENCES

- 1) Aditya, K., & Wardana, I. (2017). Peran Brand Equity Dalam Memediasi Pengaruh Word of Mouth Terhadap Niat Beli. *E-Jurnal Manajemen Universitas Udayana*, 6(2), 251986.
- 2) Adi, P.H., dan S. Wicaksono, 2019. Faktor yang berpengaruh terhadap Keputusan Pembelian Obat di Apotik. *Jurnal Ekonomi Bisnis (JEBs)* 8(2).
- 3) Anik, S. Djawoto, Hendri, S. 2020. Effect Of Service Marketing Mix On Hospital Selection Mediated With Brand Image On Hospital's Outpatients. *International Journal of Economics, Business and Accounting Research (IJEBAR)* 1207.
- 4) Anang Firmansyah dan Didin Fatihudin, 2019. *Pemasaran Jasa: (Strategi, Mengukur Kepuasan Dan Loyalitas Pelanggan)*, Yogyakarta, CV Budi Utama.
- 5) Arikunto, S. 2018. *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- 6) Ajeng., & Rahayu, P. (2018). Hubungan Bauran Pemasaran dan Layanan Pelanggan dengan Loyalitas Pasien. *07(01)*, 51–62.
- 7) Azizah, N. (2020). Pengaruh Bauran Pemasaran Terhadap Minat Kunjungan Ulang Layanan Kesehatan Di Balkesmas Wilayah Ambarawa. *Ilmu Kesehatan Masyarakat*.

The Influence of Service Marketing Mix on the Revisitation Intention of BPJS Inpatient Patients at Royal Prima Marelan General Hospital

- 8) Barus, D. (2018) 'Analisis Peran Bauran Pemasaran Dalam Meningkatkan Bor (Bed Occupancy Rate) Di Rs. Sarah Medan Tahun 2016', *Jurnal Pembangunan Wilayah & Kota*, 1(3), pp. 82–91
- 9) Danang Sunyoto. 2019. *Dasar-dasar Manajemen Pemasaran (Konsep, Strategi dan Kasus)*. Cetakan Ke-3. Jakarta: PT. Buku Seru.
- 10) Dian, I. Haeruddin, Asrina, A. 2022. Pengaruh Bauran Pemasaran Terhadap Kepuasan Pelayanan dan Minat Berkunjung Kembali Pasien Umum Di Rawat Jalan RSUD Labuang Baji Makassar Tahun 2022. *Journal of Muslim Community Health (JMCH)* 2023.Vol. 4,No.3.Page211-221.
- 11) Dian, I. Haeruddin, Asrina A. 2023. Pengaruh Bauran Pemasaran Terhadap Kepuasan Pelayanan dan Minat Berkunjung Kembali Pasien Umum Di Rawat Jalan RSUD Labuang Baji Makassar Tahun 2022. *Journal of Muslim Community Health (JMCH)*2023.Vol. 4,No.3.Page211-221
- 12) Ekawati, S. S. and Andriani, H. (2022) 'Strategi bauran pemasaran pelayanan kesehatan rumah sakit Yadika Pondok Bambu pada masa pandemi Covid-19', *Jurnal Medika Utama*, 03(02), pp. 2073–2083. Available at: <http://www.jurnalmedikahutama.com/index.php/JMH/article/view/415/284>
- 13) Hair, Joseph F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2018). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition (2 ed.)*. Los Angeles: Sage.
- 14) Huda, S., Yuliati, A. 2022. Analysis Of The Relationship Of Mix Marketing With Patient Loyalty And Satisfaction In Hospital. *Journal of Universal Studies*, 2(4)
- 15) Hasan, S., & Putra, A. H. P. K. (2018). Loyalitas Pasien Rumah Sakit Pemerintah: Ditinjau Dari Perspektif Kualitas Layanan, Citra, Nilai Dan Kepuasan. *Jurnal Manajemen Indonesia*, 18(3)
- 16) Ima, K. (2019). Pengaruh Kualitas Makanan, Pelayanan, Bauran Pemasaran Terhadap Kepuasan Dan Loyalitas Pelanggan Pada Jagung Nyumi Surabaya. Universitas Islam Negeri Sunan Ampel Surabaya
- 17) Karin, Ilham Rizkiawan. 2019. Pengaruh Kualitas Pelayanan Dan Kepercayaan Terhadap Minat Kunjungan Ulang Dengan Mediasi Kepuasan Konsumen Pada Rumah Sakit Amal Sehat Wonogiri. *Jurnal Manajemen Universitas Muhammadiyah Surakarta*, hal. 1-27.
- 18) Kementerian Kesehatan RI. 2018. *Profil Kesehatan Indonesia*. Jakarta: Kemenkes RI. Diakses pada tanggal 7 November 2022 dari <http://www.depkes.go.id/resources/download/pusdatin/profil-kesehatanindonesia/Profil-Kesehatan-Indonesia-tahun-2017.pdf>
- 19) Kotler, P dan Armstrong. 2018. *Prinsip-prinsip Marketing Edisi Ke Tujuh*. Penerbit Salemba Empat. Jakarta.
- 20) Lammade AH. Hubungan Bauran Pemasaran Dengan Minat Kembali Pasien Rawat Inap Rsud . Arifin Nu'Mang. Skripsi. Universitas Hasanuddin; 2017.
- 21) Mahara, E. (2021). Hubungan Bauran Pemasaran Terhadap Minat Kunjung Ulang Pasien Umum Di Rsu Mitra Medika Amplas Medan. *Jurnal Rekam Medic*, 4(1), 26–38
- 22) Meilan Aulia, Pengaruh Bauran Pemasaran Jasa Terhadap Minat Beli Pelanggan pada Bengkel PASS Palembang (Jurusan Administasi Bisnis Program Studi Administrasi Bisnis Politeknik Negeri Sriwijaya, 2018), hlm. 2.
- 23) Muhammad Adam, *Manajemen Pemasaran Jasa* (Bandung: ALFABETA, 2018), hlm. 26.
- 24) Muhammad Ayyub, A. Anwar, Haeruddin. 2018. Pengaruh bauran pemasaran jasa terhadap minat kembali pasien non asuransi di Poli Rawat Jalan Rumah Sakit Umum Daerah Daya Kota Makassar. *Jurnal Mitra sehat*, Volume VIII Nomor 2, November 2018 ISSN 2089-2551.
- 25) Musfar, Tengku F. 2020. *Buku Ajar Manajemen Pemasaran : Bauran Pemasaran sebagai Materi Pokok dalam Manajemen Pemasaran*. Media Sains Indonesia
- 26) Nasution, S. M. 2020. Pengalaman Pasien Pada Pelayanan Kesehatan Poli Penyakit Dalam Di Rumah Sakit Umumbunda Thamrin Medan Tahun 2019
- 27) Notoatmodjo, S (2018). *Metodologi Penelitian Kesehatan*. Jakarta: Rineka Cipta.
- 28) Nisa I, Mudayana AA. Hubungan Bauran Pemasaran Terhadap Keputusan Pasien Memilih Unit Rawat Jalan Di Rumah Sakit Universitas Ahmad Dahlan Yogyakarta. *Naskah Publ Fak Kesehat Masy Univ Ahmad Dahlan*. 2019;3(2).
- 29) Nurmawaddah, Ekawaty, D. Insani, Y. 2020. Hubungan Bauran Pemasaran (Marketing Mix) Dengan Pemanfaatan Ulang Pelayanan Di Unit Rawat Jalan Rsia Pertiwi Makassar. *Jurnal Penelitian Kesehatan Pelamonia Indonesia* Volume 03, Nomor 02, Juli-Desember 2020 pISSN 2620-9683, eISSN 2654-9921
- 30) Permenkes. 2018. *Peraturan Menteri Kesehatan Republik Indonesia Nomor 4 Tahun 2018 tentang Kewajiban Rumah Sakit dan Kewajiban Pasien*, Departemen Kesehatan RI, Jakarta.

The Influence of Service Marketing Mix on the Revisitation Intention of BPJS Inpatient Patients at Royal Prima Marelan General Hospital

- 31) Purba, T. P. & Limakrisna, N. (2017). *Manajemen Pemasaran Teori dan Aplikasi Dalam Bisnis di Indonesia*. Jakarta: Mitra Wacana Media.
- 32) Puji, L. Rindu. 2018. Hubungan Pemasaran Rumah Sakit (Marketing Mix 7p) terhadap Tingkat Kunjungan Pasien. *Jurnal Ilmu Kesehatan Masyarakat*.
- 33) Rahman, Muh Akil. 2020. *Pemasaran Jasa Rumah Sakit*. Alauddin University Press
- 34) Regina Pricilia Robot, Rizal Sengkey, dan D.Y. Rendingen, "Aplikasi Manajemen Rawat Inap dan Rawat Jalan di Rumah Sakit". (*Jurnal Teknik Informatika*, no 4, 2018).
- 35) Republik Indonesia 2020. Peraturan Menteri Kesehatan No. 3 Tahun 2020 Tentang Klasifikasi Dan Perizinan Rumah Sakit.
- 36) Risah, W. 2022. Hubungan Pemasaran Rumah Sakit (Marketing Mix 7p) Terhadap Tingkat Kunjungan Pasien Diabetes Melitus Tipe 2 Di Rumah Sakit Umum Daerah Haji Makassar Tahun 2021. Universitas Islam Negeri Alauddin Makassar
- 37) Setianingsih,A. 2018. Hubungan Bauran Pemasaran Dan Layanan Pelanggan Dengan Loyalitas Pasien. *Jurnal Ilmu Kesehatan Masyarakat*, 7: 51–62
- 38) Sinta, W. S. 2019. Pengaruh Kualitas pelayanan terhadap kepuasan pasien rawat inap di Pukesmas Gondang Sragen (Naskah Publikasi, Program Studi Magister Manajemen: Surakarta, 2019).
- 39) Sitti, M.M. Samsualam, Haeruddin. 2023. Pengaruh Bauran Pemasaran Terhadap Minat Kunjungan Ulang Pasien Rawat Jalan. *Journal of Muslim Community Health (JMCH)2023.Vol. 4,No.1.Page165-180*.
- 40) Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta, CV.
- 41) Suratman, J. P. M., Wilopo, & Sunarti. 2018. Pengaruh Bauran Pemasaran Jasa Terhadap Keputusan Berkunjung. *Jurnal Administrasi Bisnis*, 57(2): 12–20.
- 42) Sri Wahyuni, Afryana Amelia Nuryadin, R. D. P. (2020). Hubungan Bauran Pemasaran (Marketing Mix) 10 P Dengan Loyalitas Pasien Rawat Inap Di Rumah Sakit Ibu Dan Anak Ananda Makassar. <https://news.ge/anakliis-porti-aris-qveynis-momava>.
- 43) Shalamah, U. H., & Indrawati, F. (2021). Pengaruh Bauran Pemasaran Terhadap Minat Kunjungan Ulang Di Balai Kesehatan. *Higeia Journal Of Public Health*, 5(1), 145–157.
- 44) Syam, Marleny, Beby Karina Fawzeaa Sembiring, Linda Trimurti Maas, and Ade Pranajaya. 2019. "The Analysis of Marketing Mix Strategy Effect on Students Decision to Choose Faculty Economics and Business of Universitas Dharmawangsa Medan." *International Journal of Multicultural and Multireligious Understanding* 6(6): 71.
- 45) Sulistiadi & Junaidi. 2022. Marketing Mix Vs Loyalitas Pasien: Studi Literatur. *Jurnal ARSI*, 6(2).
- 46) Tjiptono. 2018. *Periklanan Promosi: Aspek Tambahan Komunikasi Pemasaran Terpadu*, Edisi ke -5. Jakarta: Erlangga.
- 47) Trimurthy, I. 2019. Analisis hubungan persepsi pasien tentang mutu pelayanan dengan minat pemanfaatan ulang pelayanan rawat jalan 102 Puskesmas Pandanaran Kota Semarang. Program Pascasarjana Universitas Diponegoro.
- 48) Usman, Ramlan, Bayty D. N. 2022. Hubungan Bauran Pemasaran Dengan Keputusan Memilih Layanan Kesehatan Pada Pasien Rawat Inap Rumah Sakit Umum 'Aisyiah ST. Khadijah Kabupaten Pinrang. *Jurnal Ilmiah Manusia dan Kesehatan*, 5
- 49) V. Wiratna Sujarweni. 2018. *Metodologi Penelitian Bisnis dan Ekonomi Pendekatan Kuantitatif*. Yogyakarta: Pustaka Baru Press.
- 50) Yuniarti. 2021. Analisis minat kunjungan ulang pada pasien rawat inap di RSU Permata Medika Kebumen. Universitas Islam Indonesia.
- 51) Yuli, Y. Narmi, Linda, A.R. 2020. Hubungan Marketing Mix Terhadap Kunjungan Ulang Pasien. *Jurnal Keperawatan Volume 04 Nomor 02 November 2020*.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.