

Analysis Of The Influence Of Customer Perceived Value And Marketing Mix On General Patient Satisfaction In Grestelina Hospital Installation, Makassar

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Abstract

Customer satisfaction as a determinant of success and long-term survival in the healthcare industry and has attracted the attention of service providers in today's competitive conditions. Patient satisfaction refers to the extent to which the expectations, goals and preferences desired by the patient are fulfilled by the health care provider. This study aims to analyze the effect of customer perceived value and marketing mix on general patient satisfaction at the Inpatient Installation of Grestelina Hospital, Makassar. This type of research was a quantitative study using an observational study with a cross-sectional study design, with a sample of 400 inpatients at Grestelina Hospital, Makassar.

The results showed that patient satisfaction at Grestelina Hospital was 47.5% with the most influential dimension to patient satisfaction from the customer perceived value variable, namely emotional value with a sig value of 0.001 and marketing mix, namely the customer cost dimension with a sig value of 0.001. While the variable that has the most influence on patient satisfaction is customer perceived value with a sig value of 0.001. The conclusion is that the customer perceived value is $0.001 < 0.05$ with a value of 43.6% and the marketing mix is $0.001 < 0.05$ with a value of 34.6% which has a significant effect on patient satisfaction at Grestelina Hospital Makassar.

Keywords: customer perceived value, marketing mix and patient satisfaction.

Introduction

Hospitals can be said to be a product of services because according to Kotler (2005) services are any action or performance offered by one party to another on an intangible principle and does not cause any transfer of ownership. Production can be related or not tied to a physical product. Hospitals as a health service industry are basically socioeconomic in nature, in carrying out their activities, apart from emphasizing the application of social values, they must also pay attention to economic principles.

Customer Perceived Value affects patient satisfaction. Customer perceived value is the consumer's overall assessment of the usefulness of the product based on the perception of what is received and what is given (Zeithaml, 1988). In addition, consumer perceived value is the difference between the potential customer's evaluation of all the benefits and all costs of a particular offer and other alternatives considered. The higher the customer value obtained by consumers, the more satisfied consumers will be so that customer value has a significant effect on patient satisfaction (Mujiharjo, 2006)

Another factor that affects patient satisfaction is the Marketing Mix. The marketing mix that is commonly used by hospitals in Indonesia is 7P, namely: product, price, place, promotion, people,

physical evidence and process. From the patient's point of view, marketing mix is a solution to patient problems, costs to be incurred by patients, obtaining pleasant, comfortable service and good communication from the hospital to customers/users of health services (Jaspar, 2015). Because in the marketing mix there is one element, namely promotion. Even though the hospital has good service quality, as well as good access to reach locations, if the method applied in providing information to the public is not effective it will influence consumer decisions to choose the hospital. This is due to the lack of information obtained by the public regarding the specifications and services offered by the hospital. (Tiara, 2016). Therefore, the 4P concept of the seller which is a response from the 4C of the buyer is still recommended (Kotler, 2006).

These two factors, the customer perceived value factor and the marketing mix in the hospital, are very important to analyze their effect on patient satisfaction in the hospital. Both of these aspects need to be identified to determine the effect and become a reference for the hospital as a step to solve the problem of decreasing patient satisfaction. Hospitals can determine policies and improvements to increase patient satisfaction and can develop and improve the quality of customer-oriented services. In addition to service quality, patient expectations and values are also factors that influence satisfaction.

Grestelina Hospital is a class B hospital. Based on the patient satisfaction index report at Grestelina Hospital, researchers obtained data regarding patient satisfaction at the Inpatient Installation at Grestelina Hospital Makassar, showing reports of patient satisfaction at Grestelina Hospital Makassar for the last three years there has been fluctuating in 2018 of 85.79%, in 2019 it was 77% and in 2020 it was 79% with an average of 80.59%.

Seeing that there are problems related to patient satisfaction at Grestelina Hospital Makassar, the researcher is interested in conducting research on "The effect of customer perceived value and marketing mix on general patient satisfaction at the Inpatient Installation of Grestelina Hospital Makassar"

MATERIALS AND METHODS

Location and research design

This research was conducted at Grestelina Makassar Hospital. The type of research used is analytic observational with a cross sectional design.

Population and sample

The population is all inpatients at Grestelina Makassar Hospital with a sample size of 400 patients.

Method of collecting data

The instrument used in data collection is a questionnaire that has been tested for validity and reliability, the independent variables are Customer Perceived Value and Marketing Mix while the dependent variable is Patient Satisfaction.

Data analysis

The analysis used was univariate, bivariate and multivariate analysis. Univariate analysis was carried out to get an overview of the research problem by describing each variable used in the study and the characteristics of the respondents. Univariate analysis consisted of descriptive analysis of the characteristics of the respondents, descriptive analysis of the research variables and cross tabulation analysis between the dependent and independent variables. Bivariate analysis is used to see the relationship between the two variables, namely between the independent variables and the dependent variable. The statistical test used is the Chi Square test. Multivariate analysis is used to see subvariables from the independent variable to the dependent variable. The statistical test used is multiple logistic regression with the enter method.

Results

Table 1. Distribution of General Characteristics of Respondents

Characteristics	Research sample	
	n	%
Age		
15-19 year	12	3.0
20-24 year	37	9.3
25-29 year	53	13.3
40-44 year	24	6.0
35-39 year	12	3.0
40-44 year	37	9.3
45-49 year	48	12.0
50-59 year	124	31.0
60-64 year	14	3.5
>65 year	39	9.8
Number	400	100.0
Sex		
Male	151	37.8
Female	249	62.3
Number	400	100.0
Education		
Basic school	39	9.8
Junior high school	14	3.5
Senior high school	99	24.8
Diploma	51	12.8
S1 Bachelor degree	149	37.3
Master degree	48	12.0
Number	400	100.0
Occupation		
Student	10	2.5
University student	26	6.5
Private	95	23.8
Private staff	92	23.0
State staff	75	18.8
Non job	52	13.0
Others	50	12.5
Number	400	100.0
Care room		
Class III	91	22.8
Class II	40	10.0
Class I	67	16.8
VIP	202	50.5
Number	400	100.0

Home distance		
<5 KM	136	34.0
>5 KM	264	66.0
Total	400	Total
Visiting number		
>1 time	338	84.5
Unlimited	62	15.5
Number	400	100.0

Source: Primary Data, 2022

The table above shows that the majority of respondents are at the age level of 50-59 years, namely 124 (31.0%). Judging from the characteristics of the sexes, the most common were female, with 249 (62.3%). Based on their last education, most of the respondents had a bachelor's degree, namely 149 (37.3%). For job characteristics, most of them work as entrepreneurs, namely 95 (23.0%). Judging from the treatment class, some of the respondents were in the VIP treatment class, as many as 202 (50.5%). Based on the distance from the house, most of the distance from the house to the hospital was > 5 KM, 264 (66.0%) and based on the characteristics of the number of visits, most of the respondents visited > 1 time, namely 338 (84.5%).

Table 2. Distribution of Research Variable Frequency

Variable	Research sample	
	n	%
Customer Perceived Value		
Good	197	49.3
Not good	203	50.7
Number	400	100.0
Marketing Mix		
Good	198	49.5
Not good	202	50.5
Number	400	100.0
Satisfaction		
Satisfy	190	47.5
Less Satisfy	210	52.5
Number	400	100.0

Source: Primary Data, 2022

Based on the largest number of respondents who stated that they were in the above category, it was known that a good portion of Customer Perceived Value was 197 (49.3%) in the Marketing Mix category, which was good, amounting to 198 (49.5) and in the satisfied category, 190 (47.5%). As for the cut of point for determining good and bad criteria for good Customer Perceived Value variable ≥ 50 and bad < 50 , good Marketing Mix variable ≥ 40 and bad < 40 and satisfied satisfaction variable ≥ 87.5 and dissatisfied < 87.5 .

Table 3. Relationship between Customer Perceived Value and Patient Satisfaction at Inpatient Installation at Grestelina Hospital Makassar in 2022

Customer Perceived Value	Satisfaction		Total	P
	Satisfy	Less satisfy		

	n	%	n	%	N	%	0.001
good	166	84.3%	31	15.7%	197	100.0	
Not good	24	11.8%	179	88.2%	203	100.0	
Total	190	47.5%	210	52.5%	400	100.0	

Source: Primary Data, 2022

Table 3 shows the relationship between the independent variables and the dependent variable. Based on the results of the analysis, it can be seen that there is a relationship between customer perceived value and Marketing Mix variables on patient satisfaction at the Inpatient Installation of Grestelina Hospital Makassar in 2022. The results of bivariate analysis with the Pearson correlation test show that there is a relationship between customer perceived value and patient satisfaction with a p value = 0.001 ($p < 0.05$) and marketing mix on patient satisfaction with $p = 0.001$ ($p < 0.05$).

Table 4. Marketing Mix Relationship with Patient Satisfaction at Inpatient Installation at Grestelina Hospital Makassar in 2022.

Marketing Mix	Satisfaction				Total		P
	Satisfy		Less Satisfy		N	%	
	n	%	n	%			
Good	165	83.3%	33	16.7%	198	100.0	0.001
Not good	25	12.4%	177	87.6%	202	100.0	
Total	190	47.5%	210	52.5%	400	100.0	

Source: Primary Data, 2022

Table 5. The influence of customer perceived value and marketing mix variables on patient satisfaction at the Grestelina Hospital Makassar Inpatient Installation

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.348	.055		6.355	.000
	customer perceived value	.436	.060	.436	7.227	.000
	marketing_mix	.346	.060	.346	5.739	.000
a. Dependent Variable: satisfaction						

Source: Primary Data, 2022

Table 5 shows the statistical test used is logistic regression with the enter method. The influence of the dimension of customer perceived value on patient satisfaction is $p = 0.001$ ($p < 0.05$) with a value of 43.6%, so it can be concluded that the costumer perceived value variable has a significant effect on patient satisfaction and for the marketing mix variable on patient satisfaction is $p = 0.001$ ($p < 0.05$) with a value of 34.6%, so it can be concluded that the marketing mix variable has a significant effect on patient satisfaction. There is a significant influence between customer perceived value and marketing mix variables on patient satisfaction.

Discussion

Research hypothesis 1 (H1) states that customer perceived value with the installation dimension on patient satisfaction at the Inpatient Installation at Grestelina Hospital Makassar is indicated by a significance value of 0.001, so in this case the alternative hypothesis (H1) is accepted. Means "There is an influence of customer perceived value based on the dimensions of the installation on patient satisfaction at the Grestelina Makassar Hospital Inpatient Installation".

Research hypothesis 2 (H2) states that customer perceived value with the dimension of professionalism on patient satisfaction at the Inpatient Installation of Grestelina Hospital Makassar is indicated by a significance value of 0.001, so that in this case the alternative hypothesis (H2) is accepted, meaning "There is an influence of customer perceived value based on dimension of professionalism on patient satisfaction at the Grestelina Hospital Makassar Inpatient Installation".

Research hypothesis 3 (H3) states that customer perceived value with the quality dimension on patient satisfaction at the Inpatient Installation of Grestelina Hospital Makassar is indicated by a significance value of 0.001, so in this case the alternative hypothesis (H3) is accepted. Means "There is an influence of customer perceived value based on the quality dimension on patient satisfaction at the Grestelina Makassar Hospital Inpatient Installation".

Research hypothesis 4 (H4) states that customer perceived value with emotional value dimensions on patient satisfaction at the Inpatient Installation at Grestelina Hospital Makassar is indicated by a significance value of 0.001, so in this case the alternative hypothesis (H4) is accepted. Means "There is an influence of customer perceived value based on the emotional value dimension on patient satisfaction at the Grestelina Makassar Hospital Inpatient Installation".

Research hypothesis 5 (H5) states that customer perceived value with social value dimensions on patient satisfaction at the Inpatient Installation at Grestelina Hospital Makassar is indicated by a significance value of 0.007, so in this case the alternative hypothesis (H5) is accepted. Means "There is an influence of customer perceived value based on the dimension of social value on patient satisfaction at the Grestelina Hospital Makassar Inpatient Installation".

Research hypothesis 6 (H6) states that the marketing mix with the customer solution dimension on patient satisfaction at the Inpatient Installation at Grestelina Hospital Makassar is indicated by a significance value of 0.001, so in this case the alternative hypothesis (H6) is accepted. Means "There is an influence of marketing mix based on the dimension of customer solution on patient satisfaction at the Grestelina Makassar Hospital Inpatient Installation".

Research hypothesis 7 (H7) states that the marketing mix with the customer cost dimension on patient satisfaction at the Inpatient Installation of Grestelina Hospital Makassar is indicated by a significance value of 0.002, so in this case the alternative hypothesis (H7) is accepted. Means "There is an influence of the marketing mix based on the dimension of customer cost on patient satisfaction at the Grestelina Makassar Hospital Inpatient Installation".

Research hypothesis 8 (H8) states that the marketing mix with the convenience dimension on patient satisfaction at the Inpatient Installation of Grestelina Hospital Makassar is indicated by a significance value of 0.001, so in this case the alternative hypothesis (H8) is accepted. Means "There is an influence of the marketing mix based on the convenience dimension on patient satisfaction at the Grestelina Makassar Hospital Inpatient Installation".

Research hypothesis 9 (H9) states that the marketing mix with the communication dimension on patient satisfaction at the Inpatient Installation at Grestelina Hospital Makassar is indicated by a significance value of 0.001, so in this case the alternative hypothesis (H9) is accepted. Means "There is an influence of marketing mix based on the communication dimension on patient satisfaction at the Inpatient Installation of Grestelina Hospital Makassar". (Masriadi, 2018; Ulfa M, et al. 2019; Fauzan, et al. 2019; Luwu ABT, et al. 2020; Wahyuni, et al. 2020).

Research hypothesis 10 (H10) states that the significance value for the influence of the emotional value dimension on patient satisfaction is $p=0.001$ ($p<0.05$) with a value of 21.7%, so it can be concluded that the emotional value dimension has a significant effect on patient satisfaction. The effect of the customer cost dimension on patient satisfaction was $p=0.001$ ($p<0.05$) with a value of 19.2%, so it can be concluded that the customer cost dimension has a significant effect on patient satisfaction. The effect of the customer perceived value variable on patient satisfaction is $p=0.001$ ($p<0.05$) with a

value of 43.6%, so it can be concluded that the customer perceived value variable has a significant effect on patient satisfaction. The effect of the marketing mix variable on patient satisfaction was $p=0.001$ ($p<0.05$) with a value of 34.6%, so it can be concluded that the marketing mix variable has a significant effect on patient satisfaction.

Conclusions and Recommendations

The results of the study show that customer perceived value and marketing mix have a significant effect on patient satisfaction at the Inpatient Installation of Grestelina Hospital, Makassar. In the Customer Perceived Value Variable, the most influential dimension is emotional value and in the Marketing Mix variable, the most influential dimension is customer cost. This effect shows that customer cost is the difference between the prospective customer's assessment of all the benefits and costs of an offer against the alternative, so that hospitals need to pay attention to the value that customers will get in order to satisfy customers and increase competitiveness. Customer perceived value plays an important role in increasing the level of patient satisfaction. This indicates that patient satisfaction will be higher if the customer perceived value and quality exceed patient expectations. The patient's perceived value can be described as an evaluation to compare the perception of the perceived value and the actual results of the treatment experience in the hospital.

It is hoped that the results of this study can be used as a reference that contributes especially to hospital quality. Hospital management must continue to pay attention to customer perceived value in order to improve the quality of service felt by patients and exceed patient expectations, so as to increase patient satisfaction to make return visits to utilize the health service facilities provided by the hospital. Hospital management needs to make improvements in terms of patient satisfaction at the Grestelina Makassar Hospital inpatient installation.

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