

**ANALYSIS OF PROMOTION,  
PRODUCT, PRICE AND PLACE ON  
PATIENT SATISFACTION  
(STUDY AT AN INDEPENDENT  
PRACTICING DOCTOR  
dr. LIES FADILAH PURWAKARTA  
DISTRICT)**

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**Abstract** The marketing mix is a very important part of an organization, namely a series of marketing tools that are well organized and used by a company to achieve marketing goals while meeting consumer needs and desires so as to create consumer satisfaction. This research was conducted to determine the effect of promotion, product, price and place on patient satisfaction (study at Independen Practice Doctor Dr. Lies Fadilah, Purwakarta Regency). The approach used in this research is a quantitative approach. The sample used was 110 patients seeking treatment at the Independen Practice Doctor Dr. Lies Fadilah, Purwakarta Regency. This research data was obtained from the results of filling out a questionnaire and analyzed using the Multiple Linear Regression analysis technique. The results of this research show that promotion, product, price and place influence patient satisfaction both partially and simultaneously in patients seeking treatment at the Independen Practice Doctor Dr. Lies Fadilah, Purwakarta Regency.

**Keywords:** Promotion, Product, Price, Place, Patient satisfaction.

## **INTRODUCTION**

Business development in Indonesia is growing rapidly, especially the health business, where many health facilities have sprung up both independent practices, clinics, puskesmas and hospitals. The increasing number of health facilities provides advantages for consumers to choose while for companies it is a challenge and threat to survive and compete for consumers, so companies must improve the quality of service so that customers feel satisfied and create a type of service that is different from competitors. Service quality must get special attention, because good service quality will create a good *image* of the company so that new customers will arrive and old customers will be loyal to the company, this is very beneficial to the company.

According to Law of the Republic of Indonesia Number 36 of 2014 concerning health, a health facility is a tool and/or place used to carry out health service efforts, both *promotive, preventive, curative* and *rehabilitative* carried out by the government, local government and/or community. The type of first-level service facilities is in the form of doctors' independent practices, clinics and community health centers (Puskesmas).

Minister of Health Regulation Number 3 of 2023 concerning Health Service Tariff Standards in the implementation of the health insurance program, the ideal ratio of doctors to residents is 1 doctor serving 5,000 participants.

## **THEORETICAL STUDIES**

### **Management**

Management is important for an organization to organize and direct human, financial, physical and information resources to achieve organizational goals effectively and efficiently. Vip Paramarta, et al (2023:1).

According to George R. Terry (1977) "Management is a process consisting of *planning, organizing, actuating and controlling* carried out to achieve certain goals using human resources and other resources".

**Marketing Management**

Marketing management or *marketing management* is very important for companies because it is necessary for all businesses. Companies must prioritize marketing management because it greatly contributes to the smooth process of product marketing. In addition, it is also used to measure and analyze the strategy of a company's marketing process in order to reach the desired target market and get more consumers.

According to Kottler and Keller (2012) "Marketing management is the art and science of selecting a target market and obtaining, retaining and growing customers by creating delivery and communicating superior customer value."

**Service Management**

According to Lupiyoadi (2006: 5) "Service marketing is any activity offered by one party to another party which in principle is *intangible* and does not cause a transfer of ownership".

The characteristics of services according to Philip Kotler are: *intangibility, inseparability, variability* and *perishability*.

**Hospital Management**

According to Djuhaeni (2009) "Hospital management is a management consisting of *planning, organizing* and *evaluating* various medical resources so that a hospital medical service system is formed".

**Marketing Mix**

According to Kottler and Armstrong (2012) "Marketing mix is a set of marketing tools that companies use to continuously achieve their company goals in the target market.

The elements of the 4P marketing mix according to Phillips Kottler (2004) are:

1. *Promotion* (Promosi)

According to Tjiptono (2007) promotion is a form of marketing communication where marketers try to disseminate information, influence or increase the target market of the company and its products so that the target market is willing to accept, buy and be loyal

to the products / services offered by the company.

The dimensions of *Promotion* according to Kotler and Keller are:

- a. Advertising activities
- b. Sales Promotion
- c. Personal Selling
- d. *Direct Marketing*
- e. Public Relations

2. Product

According to Kotler and Armstrong (2001: 346) the definition of a product is anything that is offered to the market to get attention, bought, used or consumed that can satisfy a desire or need.

The dimension of service quality according to Parasuraman et al (1988):

- a) Physical evidence (*tangible*) is the company's ability in its existence to external parties, including physical facilities, equipment, employees and communication facilities.
- b) Reliability is *the* company's ability to provide services as promised immediately and satisfactorily.
- c) *Responsiveness* is the desire of employees to help customers and provide service responsively.
- d) Assurance *is* the knowledge of courtesy and the ability of company employees to add customer trust to the company.
- e) Empathy *is* the provision of sincere and individual or personal attention given to customers by trying to understand consumer desires.

3. Price (Price)

According to Kotler and Armstrong (2011), the notion of price is a certain amount of value or money charged on a product or service for the amount of value that consumers exchange for benefits from owning or using the product / service.

Price dimensions according to Kotler and Armstrong (2016:78):

- a. Affordability, customers can reach the price set by the company.

- b. Price matches product quality, price is often used as an indicator of quality for consumers, customers choose a higher price between two goods because they see the difference in quality.
  - c. Matching the price with the benefits, the customer decides to buy a product if the perceived benefits are greater or equal to those that have been spent to get it.
  - d. Price According to the ability or competitiveness of the price, customers often compare the price of a product with other products. Whether or not the price of a product is considered by customers when buying the product.
4. Place
- According to Lupiyoadi (2013: 96), location is related to where the company is headquartered and carries out its activities. The dimensions of the place according to Tjiptono in Syardiansah (2017):
- a. Access is easy to reach such a location that is easily traversed by public transportation.
  - b. *Visibility* i.e. location can be seen clearly from normal visibility.
  - c. *Traffic* concerns two main considerations:
    - 1. The large number of people passing by, provides a great opportunity for impulse buying, namely purchasing decisions that occur spontaneously, without planning and without going through special efforts.
    - 2. Congestion and traffic congestion can be obstacles.

### Patient Satisfaction

According to Kottler (2018) "Patient satisfaction is the level of a person's feelings after comparing his perceived performance (results) with his expectations".

The dimensions of Patient Satisfaction according to Tjiotono (2008) are::

- a. Conformity of expectations is the level of conformity between the expected

product performance and that perceived by the customer.

- b. Interest in revisiting is the willingness of customers to visit again or make repurchases of products.
- c. Willingness to recommend is the willingness of customers to recommend products that have been felt to friends or family.

### RESEARCH METHODOLOGY

The research used is quantitative research with descriptive and verifiative methods. The descriptive method aims to explain the opinions of respondents using the Likert scale, while the verifiative method aims to determine the clarity of a variable relationship using the SPSS application.

### Population and Sample

The population in this study is patients who have been recorded in the DPM dr. Lies Fadilah data base from June 1 – August 30, 2023 as many as 150 new patients. The samples studied were patients who sought treatment at DPM dr. Lies Fadilah from August 1 – October 30, 2023, as many as 110 patients using the Slovin formula with *an error rate of 5%*. Sampling technique using *accidental sampling*.

### Technical Data Collection

By way of a survey through the distribution of questionnaires or questionnaires as many as 30 closed statements using the Likert scale STS, TS, KS, S, SS.

### Validity and Reliability Test

Before the questionnaire was used as a testing instrument, an initial study was conducted by distributing the questionnaire to 30 patients with 30 statements. After testing the validity, all valid statements were obtained because the calculation  $> r_{table}$  with a  $r_{table}$  value of 0.361 which means that all research variable items are valid to be used as instruments in research.

Then proceed with reliability testing with realistic results because all Cronbach alpha value statements  $> 0.6$ .

Table 1  
Reliability Test Results

	<i>Cronbach alpha</i>	Reliability Level
Promotion (X1)	0.838	Very High
Product (X2)	0.803	Very High
Price (X3)	0.832	Very High
Place (X4)	0.840	Very High
Patient Satisfaction (Y)	0.781	Enough

**RESULTS AND DISCUSSION**

**Classical Assumption Test**

**1. Linearity Test**

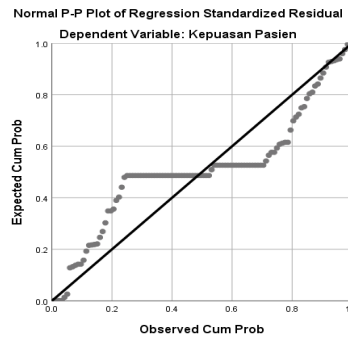
The test is carried out by comparing the deviation from linearity value > 0.05 which means that there is a linear relationship between the independent variable and the dependent variable. For the variables Promotion (X1), Price (X3) and Place (X4) to Patient Satisfaction (Y) is Linear while the Product variable (X2) to Patient Satisfaction (Y) is not Linear.

Patient Satisfaction (Y)	Variabel	Deviation from linearity	Ket
	Promotion (X1)	0.237	Linier
	Product (X2)	0.000	Tidak Linier
	Price (X3)	0.078	Linier
	Place (X4)	0.419	Linier

**1. Normality Test**

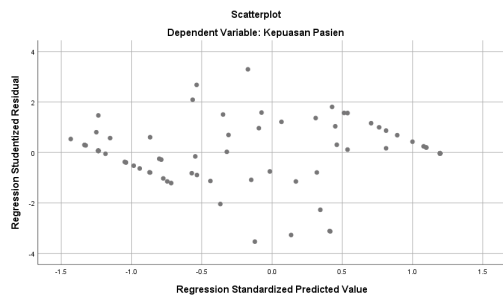
In this test, points / plotting are obtained following the diagonal line, so it can be concluded that this regression model is normally distributed.

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**2. Heterokedasticity Test**

In this test, it was found that the dots / plotting did not form a pattern and were evenly distributed above and below the number 0 on the Y axis, so it can be concluded that this regression model does not occur heterokedasticity.



**3. Multicollinearity Test**

In this test, a tolerance value of  $\geq 0.1$  and a VIP value of  $\leq 10$ , it can be concluded that this regression model does not occur multicollinearity.

Variable	Tolerance	VIP
Promotion (X1)	0.417	2.396
Product (X2)	0.238	4.201
Price (X3)	0.288	3.476
Place (X4)	0.291	3.431

**MSI**

All data is converted from ordinal scale to interval scale using excel and SPSS 25..

**Statistical Test Results**

**1. Descriptive Analysis**

In this test, all variables mean > standard deviation, meaning that the data deviation

that occurs is low, so the distribution of values is even.

All variables mean > 4.2 which means that the promotional activities carried out by DPM dr Lies Fadilah are very good, the quality of the products offered by DPM dr Lies Fadilah is very good, the prices offered by DPM dr Lies Fadilah are very good, the place at DPM dr Lies Fadilah is very good and patient satisfaction at DPM dr Lies Fadilah is very good.

Variabel	Σ Mean	Ket
Promotion (X1)	4.448	Excellent
Product (X2)	4.572	Excellent
Price (X3)	4.465	Excellent
Place (X4)	4.53	Excellent
Patient Satisfaction (Y)	4.506	Excellent

**1. Verification Analysis**

**1. Double Regression Analysis**

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 +$$

$$= - 0.676 + 0.329X_1 + 0.281X_2 + 0.629X_3 + 0.392X_4 + 1.4$$

The equation of multiple regression analysis presented above can be explained as follows:

1. A constant of - 0.676 indicates the percentage of patient satisfaction score if the promotion, product, price and place are zero.
2. In the Promotion variable (X1) can be seen from the value of the coefficient of 0.329, which has a positive influence on patient satisfaction, a positive sign indicates that the influence that occurs is unidirectional, which means that if there is an increase in the promotion variable by 1 unit and other variables are considered constant, then patient satisfaction is predicted to increase by 0.329 units.
3. In the Product variable (X2) can be seen from the coefficient value of 0.281, which has a positive influence on patient satisfaction, a positive sign

indicates that the influence that occurs is unidirectional, which means if there is an increase in the product variable by 1 unit and other variables are considered constant, then patient satisfaction is predicted to increase by 0.281 units.

4. In the Price variable (X3) can be seen from the value of the coefficient of 0.629, which has a positive influence on patient satisfaction, a positive sign indicates that the influence that occurs is unidirectional, which means if there is an increase in the price variable by 1 unit and other variables are considered constant, then patient satisfaction is predicted to increase by 0.629 units.
5. In the Place variable (X4) can be seen from the value of the coefficient of 0.392, which has a positive influence on patient satisfaction, a positive sign indicates that the influence that occurs is unidirectional, which means that if there is an increase in the place variable by 1 unit and other variables are considered constant, then patient satisfaction is predicted to increase by 0.392 units.

**2. Correlation Coefficient (Relationship)**

In this test, a significance value was obtained on all variables < 0.05, which means that there is a significant relationship between the independent variable and the dependent variable. To see how strong the relationship is seen from the pearson value correlation.

Variable	Sig	Pearson Korelasi	Information
Promotion (X1)	0.000	0.779	Strong
Products (X2)	0.000	0.868	Very Powerful
Price (X3)	0.000	0.854	Very Powerful
Place (X4)	0.000	0.814	Very Powerful

**3. Coefficient of Determinant (Influence)**

Model	R	R Square
T	0.921	0.848

An R value of 0.921 means that there is a strong and unidirectional relationship between the variables Promotion (X1), Product (X2), Price (X3) and Place (X4) to Patient Satisfaction (Y).

The R Square value of 84.8% means that the variables Promotion (X1), Product (X2), Price (X3) and Place (X4) affect Patient Satisfaction (Y) by 84.8% while the remaining 15.2% is influenced by other variables that are not studied.

**Hypothesis Proof**

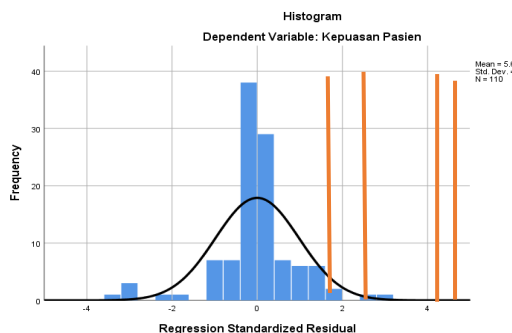
**1. Partial Test (Uji t)**

Testing this by using

- The value of significance

Variable	Sig	T	Explanation
Promotion (X1)	0.001	3.436	Influential
Product (X2)	0.000	4.291	Influential
Price (X3)	0.000	4.543	Influential
Place (X4)	0.034	2.149	Influential

- calculate  $t_{count} > t_{table}$ , with a  $t_{table}$  value of 1.985
- Fudging t



Based on the proof of this hypothesis, then

1. Promotion variable (X1) significance value  $< 0.05$  (0.001),  $t_{table} 3.436 > t_{count}$

(1.985) then it can be concluded  $H_0$  rejected and  $H_a$  accepted which means Promotion (X1) has a significant effect on Patient Satisfaction (Y).

2. Product variable (X2) significance value  $< 0.05$  (0.000),  $t_{table} 4.291 > t_{count}$  (1.985) then it can be concluded  $H_0$  rejected and  $H_a$  accepted which means Product (X2) has a significant effect on Patient Satisfaction (Y).
3. Variable Price (X3) significance value  $< 0.05$  (0.000),  $t_{table} 4.543 > t_{count}$  (1.985) then it can be concluded  $H_0$  rejected and  $H_a$  accepted which means Price (X3) has a significant effect on Patient Satisfaction (Y).
4. Place variable (X4) significance value  $< 0.05$  (0.034),  $t_{table} 2.149 > t_{count}$  (1.985) then it can be concluded  $H_0$  rejected and  $H_a$  accepted which means Place (X4) has a significant effect on Patient Satisfaction (Y).

**2. Uji Simultaneously (Uji F)**

- Significance Value

Model	F	Sig	Residual
Regression	146.106	0.000	2.093

- $F_{count} > F_{table}$  with F value table 2.46

Based on the significance value of  $< 0.05$  (0.000),  $F_{table} 146.106 > t_{count}$  (2.46) it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted which means Promotion (X1), Product (X2), Price (X3) and Place (X4) simultaneously have a positive and significant effect on Patient Satisfaction (Y).

**CONCLUSIONS AND RECOMMENDATIONS**

**Conclusion**

Based on the results of the analysis and hypothesis test, it can be concluded that

1. The overview of the implementation of Promotion (X1), Product Quality (X2), Price (X3) and Place (X4) on Patient Satisfaction (Y) at the independent practice doctor Doctor Lies Fadilah is very good.

2. Product (X2) has a significant effect on Patient Satisfaction (Y) in independent practice doctor dr. Lies Fadilah.
3. Price (X3) has a significant effect on Patient Satisfaction (Y) at independent practice doctor dr. Lies Fadilah.
4. Place (X4) has a significant effect on Patient Satisfaction (Y) in independent practice doctor dr. Lies Fadilah.
5. Promotion (X1), Product (X2), Price (X3) and Place (X4) simultaneously have a positive and significant effect on Patient Satisfaction (Y) at dr. Lies Fadilah's independent practice doctor.

#### Avise

Further researchers are advised to use a wider research object with a larger number of Advivsample and more complete variables, namely 7 P, namely Product, Price, Place, Promotion, Process, Physical Evident and People because the products offered are not goods but services..

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