# The Effort to Increase Patient Visits With Marketing Mix Strategies at Sekarpuro Medical Clinic Malang

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**ABSTRACT**

The decline in patient visits of general polyclinic at Sekarpuro Medical Clinic requires the clinic to have an effective marketing strategy. The strategy used is a marketing mix consisting of product, price, promotion, place, people, physical evidence, process, and customer service. The purpose of this study was to describe the marketing mix based on the perception of general patients so that later it can provide recommendations to increase visits and survive in the world of competition. This study used a descriptive method with a mix method approach, which was a combination of quantitative and qualitative. Data collection techniques used were observation, questionnaires, and interviews. The sampling technique was incidental sampling. The results showed that there were several aspects of the marketing mix with low answers to the Sekarpuro Medical Clinic compared to the Nayaka Husada Clinic 02. There were several recommendations for improvements to the Sekarpuro Medical Clinic, namely an increase quality of human resources, an additional type of service and procuring brochures or leaflets on information about it.

*Keywords: Sekarpuro Medical clinic, Patient visit, Marketing mix.*

## 1. INTRODUCTION

The existence of health care facilities is vital in national health development. Also, based on the regulation of health policy in 2015-2019, one of the contents is improving access to quality primary health services [1]. Based on the Minister of Health Regulation Number 9 of 2014 regarding Clinics, clinics are health care facilities that provide individual health services and provide primary and specialist medical services [2].

In Pakis District, Malang Regency, there are five health clinics, one of which is Sekarpuro Medical Clinic. The clinic is a pratama type private clinic and located on the Ampeldento Highway. Several health facilities in the Pakis Subdistrict area make the competition increasingly tight so that every health facility must utilize the right strategy to win the market.

Patient satisfaction is the standard for service quality. The value of service quality of a health facility is not only determined by the administrator, but also by service consumers [3]. The increasing number of visits proves that health facilities is excellent because service consumers will choose high quality health facilities. The visit of general patients at Sekarpuro Medical Clinic in 2018 decreased by 8% or 625 visits compared to 2017. In 2017, the period from January to August there was 54% or 4,017 visits, while in 2018, the number decreased to 46% or 3,392 visits on the same period. This result indicates that Sekarpuro Medical Clinic requires to plan the right strategy to increase the visits of general patients and survive in increasingly fierce competition.

One strategy used is the marketing mix. According to Sereikienė Abromaitytė (2013), the marketing mix is one of the strategies described to fulfill consumer needs and to achieve the company's marketing goals [4]. The marketing mix combines various aspects needed to plan and implement all marketing activities [5].

The purpose of this study was to describe the marketing mix based on the perceptions of general patients so that later it can provide recommendations to increase visits of general polyclinic patients and survive in the world of competition.

## 2. METHOD

The method used was descriptive research with a mix method approach, namely research that combines quantitative and qualitative. There were two types of population, namely general clinic visitors and an informant, namely the in charge of the Sekarpuro Clinic. Data were collected through observation and questionnaires with 94 general polyclinic patients at Sekarpuro Medical Clinic and Nayaka 02 Clinic.

The sampling technique used was non-probability sampling with incidental sampling techniques, which were those who happened to be discovered by the researcher and under predetermined inclusion criteria [6]. The inclusion criteria for respondents were visitors who had used services at Sekarpuro Medical Clinic or Nayaka Husada 02 Clinic at least once, aged 17 to 50 years old, and were willing to fill out the questionnaires.

Analysis of marketing mix data was carried out descriptively. Then, through the data, interviews with the person in charge of the Sekarpuro Medical Clinic was conducted. This action was intended to determine the strategic plan of the Sekarpuro Medical Clinic. Furthermore, the triangulation of sources was based on checking the data that had been obtained [6]. The results of the marketing mix findings and supported by the results of the interview can later be used as material for consideration for recommendations for improvements to the Sekarpuro Medical Clinic.

## 3. RESULTS AND DISCUSSION

The study began with a survey of health clinics in Pakis District. The result was there were five health clinics in Pakis District, including Sekarpuro Medical Clinic and Nayaka Husada 02 Clinic. The two clinics were private clinics, which were pratama clinics.

### 3.1. Respondents Identification

Based on the results of the study it can be seen that at Sekarpuro Medical Clinic and Nayaka Husada 02 Clinic, most of the visitors were residents of Pakis Village, and were dominated by women aged 26-45 years. Most visitors to Sekarpuro Medical Clinic worked as entrepreneurs, while at Nayaka Husada 02 Clinic, the majority are housewives. Most of the income of Sekarpuro Medical Clinic visitors were less than Rp. 1,500,000.00, while visitors to the Nayaka Husada 02 Clinic were in the range of Rp. 1,500,000.00 to Rp. 2,500,000.00.

Most of the respondents were regular visitors, meaning that every time they get sick or have complaints, visitors will come to Sekarpuro Medical Clinic or Nayaka Husada 02 Clinic. Sekarpuro Medical Clinic was dominated by general visitors, while at

Nayaka Husada 02 Clinic was dominated by BPJS visitors. Meanwhile, the informant in this study was the person in charge of the Sekarpuro Medical Clinic, namely dr. Sendhi Tristanti Puspitasari, M.Kes. She is one of the doctors at the clinic.

### 3.2. Identification of the Marketing Mix

The following is the result of the distribution of a questionnaire regarding visitors' perceptions of the Sekarpuro Medical Clinic compared to the Nayaka Husada 02 Clinic.

#### 3.2.1. Product

Products are the main elements in the marketing mix in the form of goods or services offered by a company [7]. Products at health facilities are services. They include promotive, preventive, promotive, and rehabilitative services [8]. In the product indicator, there are four aspects studied, namely the obligation for additional types of services at the clinic, the suitability of services to the needs of the community, the presence of doctors, and the ease of obtaining drugs.

Based on the results of data processing, on the aspect of adding the type of service, Sekarpuro Medical Clinic had a higher value than Nayaka Husada 02 Clinic, which was 3.35 compared to 3.28. However, the suitability aspect of services with the community needs of Sekarpuro Medical Clinic was lower than the Nayaka Husada 02 Clinic, which is 3.22 compared to 3.30. Likewise in the aspect of the presence of doctors, the value of Sekarpuro Medical Clinic was 3.44 while the value of the clinic of Nayaka Husada 02 3.50, and in the aspect of the ease of obtaining medicines the value of Sekarpuro Medical Clinic was 3.24 compared to 3.39 at the Nayaka Husada 02 Clinic.

#### 3.2.2. Price

Price is one of the essential mixes of items because the price is considered to increase not only company profits, but also market share [4]. In health services, prices are usually not influenced by demand, especially in the category of care of particular patient groups [9]. In the price indicator, there are three aspects studied, namely the suitability of the service rates set for the services provided, the high prices set, and the affordability of drug prices. The value of each aspect was made as a comparison between Sekarpuro Medical Clinic and Nayaka Husada 02 Clinic.

Based on the results of data processing, most aspects of the price indicator, at the Sekarpuro Medical Clinic were higher than the Nayaka Husada 02 Clinic. It was just that in terms of affordability of drug prices, Sekarpuro Clinic's value was lower than Nayaka Husada 02 Clinic, which was 3.17 compared to 3.36.

### 3.2.3. Promotion

According to Totok Sudarto (2011), promotion is a communication activity used to provide information, persuade or remind the public about the company's products [10]. In the promotion indicator, there are three aspects studied, namely the ease of the clinic promotion to be known by the public, the need for brochures or leaflets on the clinic information, and the placement of the clinic nameplate that are readily known to the public.

Based on the results of data processing on the facilitation aspects of clinic promotion, Sekarpuro Medical Clinic had a higher value than the Nayaka Husada 02 Clinic, which was 2.98 compared to 3.12. Whereas in aspects of brochures or leaflets necessities, the value between the two clinics was the same, namely 3.19. In the placement of clinic nameplate that is easily known to the public, the value of Sekarpuro Medical Clinic was also higher than Nayaka Husada 02 Clinic, which is 3.29 compared to 3.24.

### 3.2.4. Place

According to Ratnasari & Aksa (2011), the place is "a combination of locations and decisions on distribution channels (related to where strategic locations and how to deliver services to customers)" [11]. In the indicator of place, there are four aspects studied, namely the convenience of the clinic locations, clinic rooms that make patients confused, spacious parking spaces, and cleanliness, neatness, and clinic comfortableness.

Based on the results of data processing, the value of the convenience aspect of the clinic location at Sekarpuro Medical Clinic was lower than the value of the Nayaka Husada 02 Clinic, which is 3.39 compared to 3.41. In the aspect of the clinic room, which makes patients confused, the value of Sekarpuro Medical Clinic is also lower than the Nayaka Husada 02 Clinic, which is 3.30 compared to 3.31. In the aspect of the clinic room, which makes patients confused, the value of Sekarpuro Medical Clinic is also lower than Nayaka Husada 02 Clinic, which is 2.78 compared to 2.97. Similarly, aspects of cleanliness, neatness, and comfort of the clinic were also low compared to the Nayaka Husada 02 Clinic, which was 3.32 compared to 3.49.

### 3.2.5. People

The mix of people plays a vital role in service companies, especially during interactions with consumers [12]. In people's indicators, there are four aspects studied, namely the clarity of the doctor in conveying information related to the disease or complaint to the patient, information about the medicine delivered by the officer, the attitude of the skilled and skilled in serving patients, and service procedures that do not confuse.

Based on the results of processing data values aspects of clarity of the doctor in conveying information to patients related to illness or complaints, at Sekarpuro Medical Clinic is lower than the value of Nayaka Husada 02 Clinic, which is 3.41 compared to 3.47. In the aspect of information about the drug delivered by the officer well, the value of Sekarpuro Medical Clinic is also lower than the Nayaka Husada 02 Clinic, which is 3.35 compared to 3.38. In the aspect of the attitudes of officers who are skilled and skilled in serving patients, the value of Sekarpuro Medical Clinic is also lower than Nayaka Husada 02 Clinic, which is 3.33 compared to 3.40. Likewise, the aspects of service procedures that do not make confusion are also still low compared to the Nayaka Husada 02 Clinic, which is 3.22 compared to 3.34.

### 3.2.6. Physical Evidence

Physical evidence plays an essential role in health services because it becomes an indication of the environment in which services are carried intangibly and where health facilities and patients interact [13]. In this indicator of physical evidence, what was examined was the politeness and neatness of the appearance of health personnel, the neatness of the clinic's room layout, and the cleanliness of the clinic which was always maintained.

Based on the results of the processing data on the politeness and neatness aspects of the appearance of the clinic health personnel, the Sekarpuro Medical Clinic was higher than the Nayaka Husada 02 Clinic, which was 3.48 compared to 3.43. The neatness aspect of the clinic room layout, the Sekarpuro Medical Clinic value was also higher than the value Nayaka Husada 02 Clinic, which is 3.33 compared to 3.29. Whereas, in the aspect of the clinic hygiene, the value of Sekarpuro Medical Clinic and Nayaka Husada 02 Clinic is the same, namely 3.39.

### 3.2.7. Process

The process is the whole of procedures, mechanisms, and habits until services are generated and delivered to consumers as well as policy decisions regarding consumer involvement and employee freedom issues [14]. In the process indicator, there are three aspects studied, namely the speed and accuracy of the services provided, the friendliness of the doctor in serving patients, and the courtesy and friendliness of the staff in assisting patients.

Based on the results of data processing aspects of the speed and accuracy of the services provided to the Sekarpuro Medical Clinic are lower than the Nayaka

Husada 02 Clinic, which is 3.34 compared to 3.35. However, on the contrary, the aspect of doctor's hospitality in serving patients, the value at the Sekarpuro Medical Clinic is higher than the Nayaka Husada 02 Clinic, which is 3.48 compared to 3.40. In the third item, the courtesy and friendliness of the staff in assisting patients, the value of the two clinics is the same, which is 3.45.

### 3.2.8. Customer Service

Patient services are incorporated in the service marketing mix, which includes pre-transaction service activities, transactions, and post-transactions [11]. In the patient service indicator, the aspects studied were three, namely regarding the length of service transactions, the comfort of the waiting room, and the ease of payment procedures.

Based on the results of data processing the value of the length aspect of the service transaction at the Sekarpuro Medical Clinic was lower than the Nayaka Husada 02 Clinic, which is 2.91 compared to 3.09. In the aspect of waiting room comfort, Sekarpuro Medical Clinic and Nayaka Husada 02 Clinic had the same value, which was 3.22. Whereas in the aspect of ease of payment procedures, the value of Sekarpuro Clinic was lower than Nayaka Husada 02 Clinic, which is 3.22 compared to 3.27.

### 3.3. Interview Results

The interview was carried out with the person in charge of the Sekarpuro Medical Clinic. This activity aimed to find out the strategic plan of the person in charge of the clinic. Based on the results of the interview, that:

- The person in charge of the clinic plans to add dentists, simple laboratories, and pharmaceutical establishments.

- The person accountable for the clinic will carry out internal repairs first, such as human resources before stepping into the external part.Implementing activities in school

- Promotion carried out at Sekarpuro Clinic is still a mouth- to-mouth system.

## 4. CONCLUSION

The six months voluntary community service provided a good chance for students to develop health program and to learn engaging with community, but there is difficulty in managing volunteers. Voluntary action manager have to build good engagement among volunteers to ensure sustainability students participation and improve volunteers focus through discussing appropriate articles on managerial perspective of public health program in medical and public health journal.

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