


## Analysis Of The Effect Of Promotion On Return Visits Of Outpatient Patients At Batara Guru Regional Hospital

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Article Info	ABSTRACT
<b>Keywords:</b> Patient Visits Visit Interest Outpatien	his study aims to analyze the influence of promotion on outpatient visit interest at Batara Guru Hospital. This type of research is a quantitative approach with a cross-sectional design to determine the relationship between independent variables (promotion) and dependent variables (patient visits) with data collection carried out simultaneously. The frequency of promotion at Batara Guru Hospital, most respondents stated that it was good, namely 69 respondents (79.3%), while 18 respondents (20.7%) stated that it was not good. The frequency of outpatient visit interest at Batara Guru Hospital, most respondents stated that they were interested, namely 70 respondents (80.5%), while 17 respondents (19.5%) stated that they were not interested. It can be seen that the t-value of 2.298 is greater than the t-table value of 1.663 with a significance value of 0.02 t-table and the Significant value.
This is an open access article under the <a href="#">CC BY-NC</a> license 	<b>Corresponding Author:</b> Kasriana Fakultas Pascasarjana Administrasi Rumah Sakit Universitas Mega Rezky <a href="mailto:aralyn.naura07@gmail.com">aralyn.naura07@gmail.com</a>

### INTRODUCTION

Hospitals are generally known as institutions that carry a social mission, meaning that hospital management must prioritize medical services. The special nature of health services is that both health providers (doctors and nurses) and patients rarely consider the cost aspect as long as it concerns the problem of curing a disease. Hospitals as providers of health services must be able to compete in such a business era. (Damayanti, 2023)

Hospital health services should undergo fundamental changes, namely becoming a business entity with several strategic business units that require handling with the right management concept. Where hospitals are starting to pay more attention to the market and take into account changes in the external health environment when formulating their strategies. Market research is important for hospitals as a means of obtaining information about what patients are actually looking for when they need hospital services, and knowing what makes patients satisfied or dissatisfied with the hospital services they receive (Makawimbang, 2020).

Pelayanan yang berkualitas berarti memberikan pelayanan kepada pasien yang didasarkan pada standar kualitas untuk memenuhi kebutuhan dan keinginan masyarakat, sehingga dapat memperoleh kepuasan terhadap peningkatan kepercayaan pasien. Untuk mencapai pelayanan kesehatan yang berkualitas perlu diselenggarakannya pelayanan sesuai

lima dimensi kualitas yaitu tangible (bukti fisik), reliability (kehandalan), responsiveness (daya tanggap), assurance (jaminan) dan empathy (empati).

Minat kunjungan merupakan perilaku yang muncul sebagai respons terhadap objek yang menunjukkan keinginan pelanggan untuk melakukan pembelian produk yang telah dibeli sebelumnya. Pelanggan secara sadar dan tidak sadar akan mengevaluasi transaksi yang telah dilakukan. Tingkat kepuasan atau ketidakpuasan konsumen yang akan mempengaruhi perilakunya (Rahmiati, 2020). Kepuasan pelanggan dapat memberikan beberapa manfaat, diantaranya adalah hubungan antara institusi pemberi layanan dan pelanggannya menjadi harmonis, memberikan dasar yang baik bagi pemanfaatan dan terciptanya minat kunjungan, dan membentuk suatu rekomendasi dari mulut ke mulut yang menguntungkan bagi rumah sakit (Tjiptono, 2016).

In carrying out promotions, of course, the hospital must provide quality services so that the promotions carried out can be accompanied by good service. Hospital services provide encouragement to patients to establish strong bonds with the hospital. This kind of bond in the long term allows the company to carefully understand patient expectations and their needs, so that the company can increase patient satisfaction where the company maximizes pleasant patient experiences and minimizes unpleasant patient experiences. Hospitals that are less than satisfactory in their services will face complex problems. The concept of service quality has become a very dominant factor in the success of a hospital, both for-profit and non-profit companies (Rahmawati, 2022) In a study conducted by Umi Hani Salamah and Indrawati (2021) based on the results of the tabulation of promotional marketing mix variables with interest in visits, it showed that more respondents rated the promotional marketing mix as good, namely 65 people (65.0%) compared to respondents who rated the promotional marketing mix as bad, as many as 35 people (45.0%). Meanwhile, respondents who had an interest in visiting the promotional marketing mix were 53 people (53.0%) and those who did not have an interest in visiting the promotional marketing mix were 47 people (47.0%).

This result means that if according to the patient the promotion at the Ambarawa Regional Health Center is good, then the patient is interested in making a visit, but if according to the patient the promotion at the Ambarawa Regional Health Center is not good, then the patient is not interested in making a visit (Shalamah and Indrawati, 2021) The results of a study conducted by Rozika (2024) showed that 85.4% of patient visits were in the interested category, 54.2% of products were in the good category, 57.3% of the price dimension were in the good category, 54.2% of promotions were in the good category. The results of the statistical test showed that there was a significant relationship between promotion and patient visits ( $p = 0.003$ ). Likewise, a study conducted by Tarihoran et al (2020) found that promotion had a significant effect on patient visit interest. Therefore, there is a significant influence of promotion on patient interest, so promotion needs to be improved.

Batara Guru Regional General Hospital is a hospital that has marketing staff. The existence of marketing in the hospital aims to make it easier for the hospital to promote health services in Batara Guru Hospital. Batara Guru Regional General Hospital promotes health services through various media including social media, leaflets, stickers, billboards and so on.

Promotion of health services at Batara Guru Regional General Hospital is carried out to provide information related to health services so that the public can understand more broadly about the services at Batara Guru Regional General Hospital. (Batra Guru Regional General Hospital, 2024) Based on initial data collection, the number of patient visits to Batara Guru Regional General Hospital in 2021 was 5,432 patients, patient visits in 2022 were 8,884 patients, and patient visits in 2023 were 7,970 patients. The average number of patient visits per day is 15-25 patients. Based on these data, it can be seen that the number of patient visits from 2021 to 2023 tends to fluctuate, sometimes increasing but sometimes decreasing. Batara Guru Hospital targets an increase in the number of patient visits by 10-20% each year, but based on the data obtained, Batara Guru Regional General Hospital has not achieved its target. With this promotion, it is hoped that the public will know the services provided by Batara Guru Hospital so that they are interested and will eventually use the services offered so that patient visits will increase and have a positive impact on Batara Guru Hospital (Batra Guru Hospital, 2024).

Based on the description above and the results of previous studies, a study will be conducted with the title "Analysis of the Influence of Promotion on Outpatient Visit Interest at Batara Guru Hospital". The purpose of this study was to analyze the influence of promotion on the interest of outpatient visits at Batara Guru Regional Hospital.

## METHODS

The approach in this study is a quantitative approach with a cross-sectional design to determine the relationship between independent variables (promotion) and dependent variables (patient visits) with data collection carried out simultaneously. This is in accordance with the opinion of Arikunto (2017) who stated that quantitative research is a research approach that is often required to use numbers, starting from data collection, interpretation of the data, and the appearance of the results. The quantitative research approach used in this study is intended to obtain information regarding the effect of promotion on patient visits at Batara Guru Hospital, Luwu Regency. This research was conducted at the Batara Guru Regional General Hospital, Luwu Regency for 2 months, namely July 2024 to August 2024. The population and sample in this study were outpatients who visited Batara Guru Hospital, Luwu Regency for one month, namely 664 patients. While the sample used was the sampling collection technique in this study, namely the nonprobability sampling technique with a purposive sampling technique, namely 87 respondents. The data collection method used by researchers is observation, namely data collection by conducting direct observation of the research object in question to obtain a clear picture of the existence of the research object and the activities carried out, while the questionnaire is carried out by distributing questionnaires to the parties who are respondents in this study. Then the collected data is processed by computerization with the steps of Collecting, Checking, Coding, Entering, data entry, and Data Processing. The data analysis methods used in this study are Data Quality Test, Univariate Analysis, Bivariate Analysis and Simple Linear Regression Test.

## RESULTS AND DISCUSSION

### Research Results

#### Respondent Characteristics

The results of the study at Batara Guru Hospital show the characteristics of the respondents as follows:

**Table 4.1** Characteristics of Respondents at Batara Guru Hospital

Respondent Characteristics	Number(n)	Percentage (%)
<b>Age</b>		
15-25 Years	10	11.5
26-35 Years	33	3.9
>35 Years	44	50.6
<b>Occupation</b>		
Unemployed	7	8.0
Self-employed	12	13.8
Farmer	10	11.5
Civil Servant/TNI/POLRI	14	16.1
Housewife	44	50.6
<b>Gender</b>		
Male	17	19.5
Female	70	80.5
<b>Last Education</b>		
Elementary	8	9.2
Middle	6	6.9
School	48	55.2
High School	25	28.7
College		

Source: Primary Data, 2024

Based on table 4.1 above, it shows that most respondents are dominated by age > 35 years as many as 44 people (50.6%) while the fewest are at the age of 15-25 years as many as 10 people (11.5%), for characteristics based on work dominated by housewives as many as 44 people (50.6%) while the fewest are unemployed as many as 7 people (8%).

For gender, it is dominated by women as many as 70 people (80.5%) while men as many as 17 people (19.5%). As for the characteristics of the last education, it is dominated by high school education as many as 48 people (55.2%) while the fewest are in junior high school education as many as 6 respondents (6.9%).

#### Research Instrument Test

##### Validity Test

The validity test is used to measure the validity of a questionnaire with a total score at a significance level of 5% and a sample size of 80 people. To test its validity, the researcher

compared the person correlation of each question item with the product moment  $r$  table. If  $r_{count} > r_{table}$  then the statement item is declared valid where  $r_{table}$  is 0.210. The results of the validity test can be presented in the table below:

**Table 4.2** Questionnaire Validity Test Results of the Effect of Promotion on Outpatient Visits at Batara Guru Hospital

Variable	Item Statement	R Calculation (Person Correlation)	R tabel df= n-2 = 87-2= 85 (Significance Level 5%)	Description
Promosi (X)	Pernyataan 1	0.483	0.210	Valid Valid Valid
	Pernyataan 2	0.583	0.210	Valid Valid Valid
	Pernyataan 3	0.669	0.210	Valid
	Pernyataan 4	0.720	0.210	
	Pernyataan 5	0.700	0.210	
	Pernyataan 6	0.754	0.210	
	Pernyataan 7	0.581	0.210	
Visit (Y)	Pernyataan 1	0.780	0.210	Valid Valid Valid
	Pernyataan 2	0.797	0.210	Valid Valid
	Pernyataan 3	0.819	0.210	Valid
	Pernyataan 4	0.808	0.210	
	Pernyataan 5	0.759	0.210	
	Pernyataan 6	0.727	0.210	

Source: Primary Data, 2024

It can be seen from table 4.2 above that the Promotion (X) and Visit (Y) variables have a validity coefficient value of  $r_{count} > r_{table}$  so that all the variable statement items can be stated as valid and this research can be continued.

### Reliability Test

Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied upon. In the reliability test, the Cronbach Alpha Reliability Method ( $\alpha$ ) is used. An instrument can be said to be reliable if it has an alpha value ( $\alpha$ ) greater than 0.60.

**Table 4.3** Results of the Questionnaire Reliability Test on the Effect of Promotion on Outpatient Visits at Batara Guru Hospital

Variabel	Cronbach's Alpha	Koefisien	Ket.
Promosi (X)	0.61	0.75	Reliabel
Visit (Y)	0.64	0.87	Reliabel

Source: Primary Data, 2024

It can be seen from table 4.3 above that the results of the reliability test on all the variables above show a Cronbach Alpha value  $> 0.60$ , so it is stated that it is reliable and is suitable for use as a measuring tool for the questionnaire instrument in this study.

## Univariate Analysis

### Promotion at Batara Guru Hospital

**Table 4.4** Frequency Distribution based on Promotion at Batara Guru Hospital

Promosi	Number (n)	Percentage (%)
Good	69	79.3
Not Good	18	20.7
Jumlah	87	100.0

Source: Primary Data, 2024

Based on table 4.4, it is known that the frequency of promotion at Batara Guru Hospital, most respondents stated that it was good, namely 69 respondents (79.3%), while 18 respondents (20.7%) stated that it was not good.

### Interest in Outpatient Visits at Batara Guru Hospital

**Table 4.5** Frequency Distribution based on Interest in Outpatient Visits at Batara Guru Hospital

Interest in Visits	Number (n)	Percentage (%)
Interested	70	80.5
Less Interested	17	19.5
Total	87	100.0

Source: Primary Data, 2024

Based on table 4.5, it is known that the frequency of interest in outpatient visits at Batara Guru Hospital, most respondents stated that they were interested, namely 70 respondents (80.5%), while 17 respondents (19.5%) were less interested.

## Bivariate Analysis

### Classical Assumption Test

#### Data Normality Test

Some assumptions that must be met in simple linear regression are having a normal distribution and being linear. To find out whether the data from the two scales meet the assumptions above, a normality test is carried out with a one sample kolmogorov smirnov test, and a linearity test with a test for linearity, all of which use the help of SPSS 22 for windows. Data is said to be normal when the significant value  $p > 0.05$  and vice versa if the significant value  $p < 0.05$  then the data is said to be not normally distributed. The results of the normality test on the promotion and interest in visiting variables are explained in the table below:

**Table 4.6** Data Normality Test with Kolmogorov\_Smirnov One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		87
Normal Parameters <sup>a,b</sup>	Mean	0
	Std. Deviation	1
Most Extreme Differences	Absolute	.203
	Positive	.158

	Unstandardized Residual
Negative	-.203
Kolmogorov-Smirnov Z	.203
Asymp. Sig. (2-tailed)	.062

Source: Primary Data, 2024

The results of the normality test using the residual standardizer above obtained a Kolmogorov Smirnov significance value of 0.062. The sig. Kolmogorov Smirnov number is higher than the sig.> 0.05 level. This provides an illustration that the data for both variables is said to be normally distributed.

### Linearity Test

The linearity test is conducted to determine whether the relationship between variable X and variable Y has a linear relationship or not significantly. If the data is significant <0.05, there is no linear relationship. Meanwhile, if the significance is > 0.05, there is a linear relationship between the two variables. The following are the results of the linearity test:

**Table 4.7** Linearity Test

Variabel	Sig.	$\alpha$	Description
Promotion Interest in Visits	0.281	0.05	Relationship Interest in Visits

Source: Primary Data, 2024

The results of the linearity test obtained a Sig. value from Deviation from linearity of 0.281 where the results can be seen that the Sig value > 0.05, which means that the relationship between the two variables is linear.

### Simple Linear Regression Test

A simple linear regression statistical test is used to test the significance of the relationship between two variables through their regression coefficients (Darma, 2021). Based on data analysis carried out with the help of SPSS 22 for Windows, the following results were obtained:

**Table 4.8** Simple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	1.133	.095			1.407	.163
Promosi	.108	.003	.242		2.298	.024

From Table 4.8 above, the results obtained show a constant value (a) of 1.133, while the promotion value (b/regression coefficient) is 0.108.

### Discussion

#### Promotion at Batara Guru Hospital

Based on research that has been conducted on outpatients at Batara Guru Hospital, the results of the study showed that the frequency of promotion at Batara Guru Hospital, most respondents stated that it was good, namely 69 respondents (79.3%), while 18 respondents

(20.7%) stated that it was not good in table 4.4. This is in line with research conducted by (Shalamah & Indrawati, 2021) based on the tabulation results of the promotional marketing mix variables with interest in visits, showing that more respondents rated the promotional marketing mix as good, namely 65 people (65.0%) compared to respondents who rated the promotional marketing mix as not good, namely 35 people (45.0%).

Promotion is the process of communicating marketing mix variables which are very important for companies to carry out in marketing their products. Hospital promotional activities are generally related to activities to communicate and persuade customers. The concept of hospital promotion is how patients know about the types of services available at the hospital, how they are motivated to use them, then use them continuously and spread the information to their colleagues. Hospital promotion efforts can be carried out in the form of providing information and promoting services through electronic media, print media and the hospital environment, as well as public relations activities such as collaboration and events. However, hospital promotion cannot be done freely like companies in general, because it has special rules that must be adhered to in the form of hospital ethics guidelines by the Association of All Hospitals in PP PERSI Number 47 of 2006 (Shalamah & Indrawati, 2021). The concept of promotion in hospitals is how patients know about the types of services available at the hospital, how they are motivated to use them, then use them continuously and spread the information to their colleagues. Methods that can be used include posters, leaflets, banners, health brochures, counseling and social services in order to provide more complete information about the services available at the hospital. So that the hospital's efforts to attract and retain patients is a function that does not originate from the product or service or promotion itself but is also related to how the organization serves patients and the reputation created both inside and outside the hospital (Pondaag, et al., 2015).

#### **Interest in Outpatient Visits at Batara Guru Hospital**

Based on table 4.5, it is known that the frequency of interest in outpatient visits at Batara Guru Hospital, most respondents stated that they were interested, namely 70 respondents (80.5%), while 17 respondents (19.5%) were less interested. This study is in line with research (Azis, 2019) which found that out of 91 (100%) respondents studied, 56 (61.5%) respondents would visit and 35 (38.5%) respondents did not visit.

Purchase interest is part of post-purchase behavior, after purchasing a product, consumers will experience a level of satisfaction or dissatisfaction. The reasons that make customers decide to choose the same service provider and repurchase the same service are based on their experience. Another thing that is still related to purchasing is maintaining the quality of goods or services so that they do not decrease. The importance of measuring customer repurchase interest is to find out the desires of customers who remain loyal or leave a service (Rahmawati, 2022).

Good communication and attention from officers to patients and families are important because one of the causes of patient dissatisfaction is a failure of communication between officers and patients and families (Emilia, 2016). Based on several theories and the results above, it can be concluded that interest in visits is caused by previous service experiences which can then affect subsequent visits. So that the quality of service/service needs to be

maintained so that it does not decline and cause consumers to be influenced. to try the services offered by competitors (Rahmawati, 2022).

### **The effect of promotion on the interest in outpatient visits at Batara Guru Hospital**

From Table 4.9 above, it can be seen that the t-count value of 2.298 is greater than the t-table value of 1.663 with a significance value of  $0.02 < 0.05$ . It can be concluded that promotion has a positive and significant effect on patient visit interest because the t-count value  $>$  t-table and the significance value  $< 0.05$  so that  $H_0$  is rejected and  $H_a$  is accepted. So it can be concluded that there is an effect of promotion on the interest in outpatient visits at Batara Guru Hospital.

This study is not in line with the study conducted by (Shalamah & Indrawati, 2021) that there is a significant effect of promotion on the Influence of Marketing Mix on Interest in Visiting Health Services at the Ambarawa Regional Health Center with a p value = 0.002. However, this is different from the research (Mokoagow, et al., 2023). The results of the study showed a significance value or p-value of 0.892, which means that there is no influence of the promotional marketing mix on the interest in outpatient visits at the Syamsinar Maros clinic.

Promotion is used to inform people about services and convince potential service users in the target market. Promotion is a type of communication that provides convincing explanations to potential consumers about goods and services. The purpose of service promotion is to gain attention, educate, remind and convince potential consumers or service users (Mokoagow, et al., 2023) Promotion is one of the determining factors for the success of a marketing program. No matter how good a product is, if consumers have never heard of it and are not sure that the product will be useful for them, they will never buy it. According to Buchari Alma, promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence and remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned (Mokoagow, et al., 2023).

The form of promotion for Batara Guru Hospital is in the form of websites, neon boxes, leaflets, pamphlets, banners and so on. This promotion aims to convey the products offered by the hospital to users of health services, including specialist doctor services, surgical services, supporting examination services, including emergency services, outpatient and inpatient care and the availability of emergency facilities, outpatient and inpatient care according to segmentation and type of care. This promotion needs to be done so that service users know what products are available at the hospital whose data is used. The quality of a product, if consumers have never heard of it and are not sure that the product will be useful for them, they will never buy it 28. Customers will be loyal if these products are offered (promoted) well (Hayati, et al., 2018). The results of the determination coefficient (R Square) of 0.319 mean that the effect of promotion on patient visit interest is 31.9% and the remaining 68.1% is influenced by other factors. One factor that is considered to support consumer interest in using certain services is brand image. According to Andreassen and Lindestad, brand image can have a direct or indirect effect on loyalty. Among other factors is satisfaction. Satisfied consumers tend to use the service more often than dissatisfied ones, they show

strong purchasing interest, and will recommend it to others. In addition to brand image and satisfaction, the customer perceived value factor is also mentioned. After all, one of the basic goals of marketing is to determine consumer values and to incorporate these values into marketing programs to increase loyalty (Kurniawan, et al., 2020).

Customer perceived value as the difference in consumer evaluation of all the benefits obtained and costs incurred for a product offering and perceptions of its alternatives. Customer perceived value can be measured using indicators of product benefits, service benefits, personnel benefits, image benefits, monetary costs, time costs, energy costs, and psychological costs. Brand image can be assumed as brand associations collected in the minds of consumers. Brand image can be measured by indicators of strength, uniqueness, favorable. And satisfaction can be measured by indicators of service quality, namely physical evidence, reliability, responsiveness, assurance, and empathy (Kurniawan, et al., 2020).

## CONCLUSION

The conclusion of this study is that most outpatient respondents at Batara Guru Hospital gave a good assessment of the frequency of promotion and interest in outpatient visits at Batara Guru Hospital with . While the simple linear regression test obtained the results There is an influence of promotion on the interest in outpatient visits at Batara Guru Hospital

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