

The Influence of Marketing Mix on Loyalty of Outpatients at the Internist Policlinic RSIA Hospital Banda Aceh

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Abstract. *Patient loyalty cannot be separated from the strategy used by the hospital. Selection of strategy in a hospital is a major concern that must be prioritized. One strategy that is believed to be able to increase patient loyalty is the marketing mix. It is known to the RSIA that the Aceh Province RSIA has implemented a product mix such as the Iva test which is equipped with adequate equipment, but there are still service products that are not supported by adequate equipment, causing RSIA management to have to refer their patients back to RSUDZA. This research aims to determine the influence of the marketing mix (product, place, promotion, human resources, physical appearance, service process, and price) on the loyalty of Internal Medicine Outpatient Polyclinic patients at the Aceh Province Women's and Children's Hospital in 2023. This research method This is a quantitative research with a cross sectional design. The population of this study were outpatients from the internal medicine clinic of RSIA Aceh Province. The sample used in this research was determined using the equation Lemeshow thus obtaining 96 samples. Data analysis was carried out univariate, bivariate and multivariate. The research results show that there is an influence of product dimensions ($p=0.008$), place ($p=0.003$), promotion ($p=0.041$), human resources (health workers) (people) ($p=0.000$), the physical appearance of the place of service ($p=0.024$) and the service process (process) on patient loyalty at RSIA Aceh Province ($p=0.000$). The most dominant factor influencing patient loyalty at RSIA Aceh Province is the service process, as evidenced by the Adjusted Odd Ratio (AOR) value of 8.492 ($p=0.021 \leq 0.05$). It is hoped that the management of RSIA Aceh Province can improve physical and promotional factors which are believed to have an impact on patient loyalty.*

Keywords: *hospital, marketing mix, patient loyalty*

1. Introduction

Patient loyalty as hospital customers is very important for agencies that provide services, in this case hospitals, but is often ignored. Many practices and facilities don't know how many patients are lost and rarely have a robust strategy to measure it, let alone prevent it. Most of their efforts are placed on attracting new patients. (Von Korff, 2018) Researchers have determined that increasing loyalty levels by 5% results in a 25% to 95% increase in profits. This defines a clear correlation between loyalty and sustainability. Meanwhile, patient service is the main thing that must be considered. (Ramli, 2019)

Customer or patient loyalty is built on four good strategies, namely building trust, setting and meeting patient expectations, educating patients, and measuring performance. (Yang & Wuisan, 2021) Patient loyalty cannot be separated from the patient's trust in the hospital they visit. Trust is one of the most important things for a patient. Trust is built when a doctor or other medical professional can provide care and can work with the patient collaboratively to develop a treatment plan (Asaf et al., 2020)

Research conducted in Poland shows that trust in doctors is the most important thing

in creating patient loyalty (Krot & Rudawska, 2016) Meanwhile, research conducted in China in 2021 shows that there is a significant relationship between patient loyalty and trust and patient satisfaction. This research will encourage hospital managers to pay attention to factors that contribute to patient loyalty, trust and satisfaction with medical institutions (Liu et al., 2021)

Patient loyalty cannot be separated from the strategy used by the hospital. Patient loyalty can be seen from the number of patient visits. Selection of strategy in a hospital is a major concern that must be prioritized. One strategy that is believed to be able to increase patient loyalty is *marketing mix*. *Marketing mix* (marketing mix) is a combination of four types of input which constitute the basic core of a company consisting of product, promotional price and distribution/place. The hospital has made marketing efforts using the marketing mix method, namely *Product* (Service), *Price* (Price), *Place* (Place), *Promotion* (Promotion), *People* (People), *Process* (Process), *Physical Evidence* (Physical Evidence). (Fauziah, 2021)

Research conducted at the Surabaya Lung Hospital in 2021 shows that the Surabaya Lung Hospital has implemented the 7P marketing mix, the effectiveness of the marketing strategy is good (increasing public awareness of the Surabaya Lung Hospital which also treats various diseases, the use of management information systems, increasing human resources competent, and the increase in patient visits, obstacles have come from external, internal factors and macro (political, economic and social) and micro factors (suppliers, patients and competitors), one way to overcome obstacles is optimizing the advantages of existing products and by taking advantage of available opportunities. (Rochmawati, 2021).

Other research on patient satisfaction and loyalty at RSIA Budi Kemuliaan using the marketing mix shows that Patient satisfaction has a significant influence on patient loyalty at RSIA Budi Kemuliaan. The managerial implications of this research state that RSIA Budi Kemuliaan needs to emphasize improvements in overall service tariff indicators; Administrative officer services; Suitability of patient waiting time; and Completeness of facilities (wi-fi, AC, TV, etc.) to encourage increased influence of the marketing mix on patient satisfaction and loyalty (Mahyardiani et al., 2020)

The Mother and Child Hospital was formed based on Qanun of Nanggroe Aceh Darussalam Province Number 5 of 2006 concerning the formation of the organizational structure and work procedures of the Banda Aceh Mother and Child Hospital Health Services Agency, which was subsequently amended by Qanun number 5 of 2007 concerning Organizational Structure and Work Procedures Department, Regional Technical Institutions and Regional Institutions of Nanggroe Aceh Darussalam Province.

Based on data from RSIA Aceh Province, it is known that the number of visits to the Mother and Child Hospital in October 2022 was 3,662 people, with a BOR of 48.14%. From this data it is known that the BOR at RSIA is still low, this is thought to be influenced by several things, including the lack of patient interest in visiting RSIA Aceh. This phenomenon is related to the quality of service at RSIA.

Based on a preliminary survey that the author conducted from 23 to 26 November 2022 by interviewing RSIA management, it is known that RSIA Aceh Province has implemented a product mix such as the Iva test, equipped with adequate tools, but there are still service products that are not yet supported by adequate tools. enough, such as MRI, CT-SCAN, which causes the RSIA management to have to refer the patient back to RSUDZA.

Furthermore, from the location dimension, it is known that RSIA is located in the

city of Banda Aceh with a strategic location making it easier for people to reach it to get maternal and child health services, however, what is still felt to be lacking is the limited parking space at RSIA, so that the comfort of patients and their families is disturbed.

So, based on information obtained from RSIA management, it is known that so far they rarely carry out promotions. Outbound promotions in the form of advertisements, brochures and billboards have not been implemented. Based on the Human Resources (HR) dimension, in this case health workers, it is known that health workers are one form of human resources in RSIA Aceh Province. Health workers who have *hard skill* and *soft skill* in providing services it is very necessary, but so far there are still people who complain about the human resources at RSIA, such as not being friendly, not providing the right information to patients and also sometimes being indifferent to patients.

The physical appearance, including the cleanliness of the room, the layout of the room is the key to patient comfort and loyalty. RSIA has designed the layout of the room to be comfortable, but there are still people who complain about the condition of the room, including lighting, noise and so on. And from the service dimension it is known that service is the key to customer satisfaction. Patient loyalty in returning to RSIA is determined by the good and bad service at RSIA.

Based on the background above, researchers are interested in studying influence further *Marketing Mix* Towards the Loyalty of Internal Medicine Outpatients at the Aceh Province Women's and Children's Hospital in 2023.

2. Method

The type of research used is *quantitative research* is observational using a correlational design, with an approach *cross sectional study* to find out the Influence *Marketing Mix* Towards Loyalty of Internal Medicine Outpatients at RSIA Aceh Province. The population in this study is were internal medicine outpatients at RSIA Aceh Province. Determination of the sample using the *Lemeshow* equation. Based on calculations, a sample of 96 people was obtained. In sampling the technique used in this research is *Non-probability Sampling*, namely selecting samples using non-probability or non-random methods, population elements do not have the same chance of being selected as the sample. This is done based on considerations of relatively fast time and relatively cheap costs, so the sampling method is used *Accidental Sampling*. The data analysis used in this research is univariate, bivariate and multivariate analysis.

3. Result and Discussion

Research result influence *Marketing Mix* on the loyalty of internal medicine outpatients at RSIA Aceh Province, with a total of 96 respondents (May 2023). Univariate analysis consists of research variables which include respondent characteristics, product dimensions, place, promotion, health personnel, physical appearance, and service processes and patient loyalty. The results of data analysis are as follows:

The research results showed that of the 96 respondents studied, the majority rated the marketing mix from the product dimension at RSIA Aceh Province as good, namely 49 people (51.0%).

Table 1. Distribution *marketing mix* based on product dimensions in the provincial RSIA Aceh

No	Product Dimensions	f	%
1	Good	49	51,0
2	Less	47	49,0
	Amount	96	100

Furthermore, the research results show that of the 96 respondents studied, the majority assessed the marketing mix from the place dimension (*place*) in RSIA Aceh Province is good, namely 50 people (58.3%).

Table 2. Distribution *marketing mix* based on place dimensions (*place*) at RSIA Aceh Province

No	Place Dimensions (<i>Place</i>)	f	%
1	Good	50	58,3
2	Less	46	41,7
	Amount	96	100

The results of the study showed that respondents who mentioned promotion dimensi (*promotion*) in RSIA Aceh Province respectively 48 people were good (50.0%) and 48 people were poor (50.0%).

Table 3. Distribution *marketing mix* based on promotional dimensions (*promotion*) at RSIA Aceh Province

No	Promotion Dimensions (<i>Promotion</i>)	f	%
1	Good	48	50,0
2	Less	48	50,0
	Amount	96	100

Next, the research results showed that the majority of respondents said that the dimensions of human resources (health workers) in RSIA Aceh Province were good, amounting to 53 people (55.2%).

Table 4. Distribution *marketing mix* based on the human resources dimension (health personnel) in RSIA Aceh Province

No	HR Dimensions (<i>Health Personnel</i>)	f	%
1	Good	53	55,2
2	Less	43	44,8
	Amount	96	100

The research results also showed that the majority of respondents said that the dimensions of physical appearance at RSIA Aceh Province were good, namely 51 people or 53.1%.

Table 5. Distribution *marketing mix* based on physical appearance dimensions at RSIA Aceh Province

No	physical appearance dimensions	f	%
1	good	51	53,1
2	less	45	46,9
	amount	96	100

Next, the research results show that the majority of respondents mentioned that the service process dimension (*process*) is good, namely 53 people or 55.2%.

Table 6. Distribution *marketing mix* based on service process dimensions (*Process*) at RSIA Aceh Province

No	Service Process Dimensions (<i>Process</i>)	f	%
1	Good	53	55,2
2	Less	43	44,8
	Amount	96	100

The research results also showed that the majority of respondents were less loyal to RSIA Aceh Province, namely 49 people (51.0%).

Table 7. Distribution of patient loyalty at RSIA Aceh Province

No	Patient Loyalty	f	%
1	Loyal	47	49,0
2	Less Loyal	49	51,0
	Amount	96	100

A bivariate analysis showed that from 47 respondents who were loyal to RSIA Aceh Province, 63.3% of them said that the product dimensions were good and the other 34.0% were not good. From the table, the results can be seen *chi-square test*. The value obtained was $p=0.008$ so it was statistically significant ($p \leq 0.05$), and it could be concluded that there was a significant relationship between product dimensions and outpatient loyalty at the internal medicine clinic at RSIA Aceh Province. Based on the results of the analysis, the OR value for product dimensions is 3.337 (95% CI:1,44-7,71), this means that respondents who mentioned the product dimensions in the good category were 3.337 times more likely to be loyal to RSIA Aceh Province compared to respondents who said it was not good.

Table 8. Relationship between marketing mix and loyalty of internal medicine outpatients at RSIA Aceh Province based on product dimensions

No	Product Dimensions	Patient Loyalty				Total		P Value	a	OR	THE RE
		Loyal		Less		n	%				
		f	%	f	%						
1.	Good	31	63,3	18	36,7	49	100	0,008	0,05	3,337	1,44-7,71
2.	Not good	16	34,0	31	66,0	47	100				
	Total	47	49,0	49	51,0	96	100				

Furthermore, based on bivariate analysis of 47 respondents who were loyal to RSIA Aceh Province, 62.5% of them said that the dimensions of the place were good and the other 30.0% were not good. From the table, the results can be seen *chi-square test*. The value obtained was $p=0.003$ so it was statistically significant ($p \leq 0.05$), and it could be concluded that there was a significant relationship between the dimensions of place and the loyalty of outpatients at the internal medicine clinic at RSIA Aceh Province. Based on the results of the analysis, it was found that the OR value for the place dimension was 3.889 (95% CI: 1.63-9.24), this means that respondents who said the place dimension was in the good category were 3.889 times more likely to be loyal to RSIA Aceh Province compared to respondents who said it was poor. Good.

Table 9. Relationship between marketing mix and loyalty of internal medicine outpatients at RSIA Aceh Province based on location dimensions

Dependents at RSHT PEEK Province based on location dimensions											
No	Place Dimensions	Patient Loyalty				Total		P Value	a	OR	THE RE
		Loyal		Less		n	%				
		f	%	f	%						
1.	Good	35	62,5	21	37,5	56	100	0,003	0,05	3,889	1,63-9,24
2.	Not good	12	30,0	28	70,0	40	100				
	Total	47	49,0	49	51,0	96	100				

Bivariate analysis showed that of the 47 respondents who were loyal to RSIA Aceh

Province, 60.4% of them said that the promotion dimension was in the good category and the other 37.5% were not good. From the table, the results can be seen *chi-square test*. The value obtained was $p=0.041$ so it was statistically significant ($p \leq 0.05$), and it could be concluded that there was a significant relationship between the promotion dimension and outpatient loyalty at the internal medicine clinic at RSIA Aceh Province. Based on the results of the analysis, it was found that the OR value for the promotion dimension was 2.544 (95% CI: 1.11-5.78), this means that respondents who mentioned the promotion dimension in the good category had a chance of being 2.544 times more loyal to RSIA Aceh Province compared to respondents who said it was poor.

Table 10. Relationship between marketing mix and loyalty of internal medicine outpatients at RSIA Aceh Province based on promotional dimensions

No	Promotion Dimensions	Patient Loyalty				Total		P Value	a	OR	THE RE
		Loyal		Less		n	%				
		f	%	f	%						
1.	Good	29	60,4	19	39,6	48	100	0,041	0,05	2,544	1,11-5,78
2.	Not good	18	37,5	30	62,5	48	100				
	Total	47	49,0	49	51,0	96	100				

Bivariate analysis showed that of the 47 respondents who were loyal to RSIA Aceh Province, 66.0% of them said that the human resources/health personnel dimension was in the good category and the other 27.9% were not good. From the table, the results can be seen *chi-square test*. The value obtained was $p=0.000$ so that it was statistically significant ($p \leq 0.05$), and it could be concluded that there was a significant relationship between the dimensions of human resources/health personnel and the loyalty of outpatients at the internal medicine clinic at RSIA Aceh Province. Based on the results of the analysis, the OR value for the human resources/health personnel dimension is 5.023 (95% CI: 2.09-12.06), this means that respondents who mention the human resources/health personnel dimension in the good category have a 5.023 times chance of being more loyal. at RSIA Aceh Province compared to respondents who said it was not good

Table 11. The relationship between marketing mix and loyalty of internal medicine outpatients at RSIA Aceh Province based on human resources/health personnel dimensions

No	HR Dimensions/ Health workers	Patient Loyalty				Total		P Value	a	OR	THERE
		Loyal		Less		n	%				
		f	%	f	%						
1.	Good	35	66,0	18	34,0	53	100	0,000	0,05	5,023	2,09- 12,06
2.	Not good	12	27,9	31	72,1	43	100				
	Total	47	49.0	49	51,0	96	100				

Bivariate analysis showed that of the 47 respondents who were loyal to RSIA Aceh Province, 60.8% of them said that the dimensions of physical appearance were in the good category and the other 35.6% were not good. From the table, the results can be seen *chi-square test*. The value obtained was $p=0.024$ so it was statistically significant ($p \leq 0.05$), and it could be concluded that there was a significant relationship between the dimensions of physical appearance and outpatient loyalty at the internal medicine clinic at RSIA Aceh Province. Based on the results of the analysis, the OR value for the physical

appearance dimension was 2.809 (95% CI: 1.22-6.44), this means that respondents who mentioned the physical appearance dimension in the good category had a chance of being 2.809 times more loyal to RSIA Aceh Province compared to respondents who said it was not good.

Table 12. Relationship between marketing mix and loyalty of internal medicine outpatients at RSIA Aceh Province based on physical appearance dimensions

No	Physical Appearance Dimensions	Patient Loyalty				Total		P Value	a	OR	THERE
		Loyal		Less		n	%				
		f	%	f	%						
1.	Good	31	60,8	20	39,2	51	100				
2.	Not good	16	35,6	29	64,4	45	100	0,024	0,05	2,809	1,22-6,44
	Total	47	49,0	49	51,0	96	100				

Bivariate analysis showed that of the 47 respondents who were loyal to RSIA Aceh Province, 66.1% of them said that the service process dimensions were in the good category and the other 25.0% were not good. From the table, the results can be seen *chi-square test*. The value obtained was $p=0.000$ so it was statistically significant ($p \leq 0.05$), and it could be concluded that there was a significant relationship between service process dimensions and outpatient loyalty at the internal medicine clinic at RSIA Aceh Province. Based on the results of the analysis, the OR value for the service process dimension is 5.842 (95% CI:2,36-14,43), this means that respondents who mentioned the service process display dimensions in the good category had a 5.842 times chance of being more loyal to RSIA Aceh Province compared to respondents who said it was not good

Table 13. Relationship between marketing mix and loyalty of internal medicine outpatients at RSIA Aceh Province based on service process dimensions

No	Service Process Dimensions	Patient Loyalty				Total		P Value	a	OR	THERE
		Loyal		Less		n	%				
		f	%	f	%						
1.	Good	37	66,1	19	33,9	56	100	0,000	0,05	5,842	2,36-14,43
2.	Not good	10	25,0	30	75,0	40	100				
	Total	47	49.0	49	51.0	96	100				

From the results of this multivariate test, it can be seen that the most dominant variable has an influence on Patient loyalty at RSIA Aceh Province is *process services* with AOR value (*Adjusted Odd Ratio*) 8,492 (95% CI1,38-52,07) This means that a good service process will increase patient loyalty by 8.4 times.

Table 14. Final model of logistic regression analysis of the effect of marketing mix on loyalty of internal medicine outpatients at RSIA Aceh Province

No	Variable	AOR	CI 95%	P value	a
1	Process/Service Process	8,492	1,38-52,07	0,021	0,05

The Most Dominant Factors Affecting Patient Loyalty at RSIA Aceh Province

The research results show that the most dominant variable has an influence on Patient loyalty at RSIA Aceh Province is *process services* with AOR value (*Adjusted Odd Ratio*) 8,492 (95% CI1,38-52,07) This means that a good service process will increase patient loyalty by 8.4 times.

The service process is the main factor that influences patient satisfaction, where quality service will influence patient confidence in using health services. A quality health service will create patient satisfaction. Patient satisfaction is a level of patient feeling that arises as a result of the performance of health services obtained after the patient compares it with what is expected, by paying attention to quality, it has helped patients to get the best health service results while providing appropriate responses and proper care for each need. people who are in need of health services. Considering the importance that different levels of service can influence patient health, it is therefore important to look at the quality of inpatient services. (Mahyardiani et al., 2020)

A good service process directly improves the quality of service to the community, which depends on the individual actor and the system used. Doctors, nurses and medical and non-medical support staff who work in hospitals must understand how to serve their customers well, especially patients and their families. Because patients and patient families are the main consumers in hospitals. A hospital's ability to meet patient needs can be measured by the level of patient satisfaction (Kusnitalia, 2020).

However, RSIA Aceh Province still requires improvements in facilities and adequate facilities and infrastructure so that good service processes can be maintained. This is in accordance with one of the service principles stated in the decision of the Minister for Administrative Reform, namely the availability of adequate work and other supporting facilities and infrastructure, namely the provision of adequate service facilities and infrastructure by public service providers. Apart from that, the competence of the staff is still low but they still provide optimal service, making this hospital successful in becoming a hospital that is the community's first choice. Efforts to increase the competency of officers continue to be carried out through various means, including attending training, workshops or seminars related to the service process in hospitals. (Paradilla, 2021)

Patient loyalty depends on the quality of service, including the health service process provided. Patients who are loyal to seek treatment at RSIA tend to say that the health services at RSIA Aceh Province are good, the attention from health workers and quick response make loyal patients return to visit RSIA Aceh Province if necessary. Apart from that, patients who are disloyal are generally because they are disappointed with the services they receive at RSIA Aceh Province, including the lack of facilities, unresponsive health workers and so on.

The Influence of Product Dimensions on Loyalty of Internal Medicine Outpatients at RSIA Aceh Province

The research results showed that of the 47 respondents who were loyal to RSIA Aceh Province, 63.3% of them said that the product dimensions were good and the other 34.0% were not good. From the table, the results can be seen *chi-square test*. The value obtained was $p=0.008$ so it was statistically significant ($p\leq 0.05$), and it could be concluded that there was a significant relationship between product dimensions and outpatient loyalty at the internal medicine clinic at RSIA Aceh Province. Based on the results of the analysis, the OR value for product dimensions is 3.337 (95% CI:1,44-7,71), this means that respondents who mentioned the product dimensions in the good category were 3.337 times more likely to be loyal to RSIA Aceh Province compared to respondents who said it was not good.

Inpatient service products in hospitals that are desired by service users need to be understood, such as product benefits (general poly services, specialist poly services,

medical support, *medical checkup*, and so forth). If service providers understand current products and try to improve service quality, if this is fulfilled, they will get a positive response from service users so that it will help service users in making decisions. (Kusnatalia, 2020)

The results of this research are in line with research conducted by Radfan, Djumahir and Hariyanti where the results of the research show that not all elements of the marketing mix have a positive effect on the loyalty of patients seeking treatment at the pulmonary clinic at Lung Batu Hospital. (Radfan et al., 2016) Of all the elements marketing mix the inpatient service products offered really determine patient loyalty, the service products offered by a hospital directly make patients continue to visit a particular hospital. The lack of complete health facilities and infrastructure at RSIA Aceh Province causes patients to switch to other hospitals, this also applies to the type of services provided.

Influence of Place Dimensions on Loyalty of Internal Medicine Outpatients at RSIA Aceh Province

The research results showed that of the 47 respondents who were loyal to RSIA Aceh Province, 62.5% of them said that the dimensions of the place were good and the other 30.0% were not good. From the table, the results can be seen *chi-square test*. The value obtained was $p=0.003$ so it was statistically significant ($p\leq 0.05$), and it could be concluded that there was a significant relationship between the dimensions of place and the loyalty of outpatients at the internal medicine clinic at RSIA Aceh Province. Based on the results of the analysis, the OR value for the place dimension is 3.889 (95% CI: 1.63-9.24), this means that respondents who said the place dimension was in the good category had a 3.889 times greater chance of being loyal to RSIA Aceh Province compared to respondents who said it was not good.

According to Musfar, understanding *place* in hospitals including place of service, time spent, referral concept and others. The interaction between service providers and customers determines whether a location or place is important or not. Place has an influence on patient loyalty, this may be because this hospital is a pulmonary referral hospital so many patients come. (Musfar, 2020) There needs to be clear instructions about the location of the hospital, which can be in the form of directions or other means to make it easier. patients for treatment at the RSIA Aceh Province Hospital.

RSIA Aceh Province has a strategic location but there is still something lacking, namely the parking area is not large enough. This makes it difficult for the patient's family to reach services at the hospital. Loyal patients say that location is the most important factor because to reach the hospital you need good access, either transportation or parking. Many patients complain that the location of the hospital is too difficult to get to.

Influence Promotion with the Loyalty of Internal Medicine Poly Outpatients at RSIA Aceh Province

The research results showed that of the 47 respondents who were loyal to RSIA Aceh Province, 60.4% of them said that the promotion dimension was in the good category and the other 37.5% were not good. From the table, the results can be seen *chi-square test*. The value obtained was $p=0.041$ so it was statistically significant ($p\leq 0.05$), and it could be concluded that there was a significant relationship between the promotion dimension and outpatient loyalty at the internal medicine clinic at RSIA Aceh Province. Based on the results of the analysis, the OR value for the promotion dimension is 2.544 (95% CI: 1.11-5.78), this means that respondents who mentioned the promotion

dimension in the good category had a 2.544 times greater chance of being loyal to RSIA Aceh Province compared to respondents who said it was not good.

The results of this study are not in line with research conducted by Siswoyo and Supriyanto, (2019), which concluded that there was an influence *promotion effects* on patient loyalty; and there are aspect influences *switching barriers (perceived switching cost dan attractiveness of alternative)* on patient loyalty, except aspects *interpersonal relationship*.

The promotional dimension is one part of the marketing mix that must be considered. Patients can find out about the good quality of service from RSIA Aceh Province from the promotions carried out by the hospital management. Without promotions, the public will never know what types of services are available at RSIA Aceh Province.

The Influence of HR/Health Personnel Dimensions on Patient Loyalty at RSIA Aceh Province

The research results showed that of the 47 respondents who were loyal to RSIA Aceh Province, 66.0% of them said that the human resources/health personnel dimension was in the good category and the other 27.9% were not good. From the table, the results can be seen *chi-square test*. The value obtained was $p=0.000$ so that it was statistically significant ($p\leq 0.05$), and it could be concluded that there was a significant relationship between the dimensions of human resources/health personnel and the loyalty of outpatients at the internal medicine clinic at RSIA Aceh Province. Based on the results of the analysis, the OR value for the human resources/health personnel dimension is 5.023 (95% CI:2,09-12,06), this means that respondents who stated the human resources/health personnel dimension in the good category were 5.023 times more likely to be loyal to RSIA Aceh Province compared to respondents who stated it was not good.

The results of this research are in line with research conducted by Sarah, which shows that there is an influence of people (HR) on patient loyalty at the Pasar Minggu Regional General Hospital ($p = 0.019$). (Sarah, 2018b) Patients at RSIA Aceh Province will be loyal if the existing human resources or health workers provide complete service *soft skill* and *hard skill* the good one. Responsiveness from officers and *empathy* responding to all patient complaints can increase patient loyalty. Human resources/health workers at RSIA Aceh Province have been maximal in providing services, resulting in loyal patients.

The Influence of Physical Appearance on the Loyalty of Internal Medicine Outpatients at RSIA Aceh Province

The research results showed that of the 47 respondents who were loyal to RSIA Aceh Province, 60.8% of them said that the dimensions of physical appearance were in the good category and the other 35.6% were not good. From the table, the results can be seen *chi-square test*. The value obtained was $p=0.024$ so it was statistically significant ($p\leq 0.05$), and it could be concluded that there was a significant relationship between the dimensions of physical appearance and outpatient loyalty at the internal medicine clinic at RSIA Aceh Province. Based on the results of the analysis, the OR value for physical appearance dimensions was 2.809 (95% CI:1,22-6,44), this means that respondents who mentioned the physical appearance dimension in the good category had a 2.809 times greater chance of being loyal to RSIA Aceh Province compared to respondents who said it was not good.

The results of this research are not in line with Engka, who stated that the importance of factors *physical* hospitals to increase consumer (patient) retention. Engka further stated that Hospital hallways, waiting rooms and cleanliness and order still seem far from the standards for improving service quality. (Engka, 2021)

Hospitals that don't look good make patients less comfortable and have an impact on their loyalty. Based on the results of observations at RSIA Aceh Province, it is known that the hallways in the hospital are quite clean, the waiting room is also comfortable, this causes patients to be loyal in getting services at RSIA Aceh Province, but there are still patients who are less loyal due to other factors such as human resource factors. , service and so on

Influence Process Service with Loyalty for Internal Medicine Poly Outpatients at RSIA Aceh Province

The research results showed that of the 47 respondents who were loyal to RSIA Aceh Province, 66.1% of them said that the service process dimensions were in the good category and the other 25.0% were not good. From the table, the results can be seen *chi-square test*. The value obtained was $p=0.000$ so it was statistically significant ($p \leq 0.05$), and it could be concluded that there was a significant relationship between service process dimensions and outpatient loyalty at the internal medicine clinic at RSIA Aceh Province. Based on the results of the analysis, the OR value for the service process dimension is 5.842 (95% CI:2,36-14,43), this means that respondents who stated that the service process display dimensions were in the good category were 5.842 times more likely to be loyal to RSIA Aceh Province compared to respondents who stated that they were not good.

In general, hospital inpatient services are divided into several classes of care, namely: VIP, Class I, Class II and III, and are differentiated into several treatment rooms or wards. Inpatient services are the main medical services in hospitals and are a place where interaction between patients and hospitals takes place for a long time. Inpatient services involve patients, doctors and nurses in a sensitive relationship regarding patient satisfaction, service quality and hospital image as well as experiences when using health services. (Paradilla, 2021)

The results of this research are in line with research conducted at the Delanggu Community Health Center which examined the influence of service quality, trust, and switching barriers on customer loyalty, where the research results stated that There is a significant influence individually between service quality, trust and *Switching Barrier* has a positive effect on customer retention because t calculated service quality = 3.009, trust = 0.777 and *Switching Barrier* = 1.08. (Hakim, 2021).

The good service process at RSIA Aceh Province causes loyal patients, the service process starts from registration to the actions taken by the hospital. Good service makes patients comfortable; this has an impact on loyalty. The presence of responsive health workers, clear service mechanisms will certainly make patients at RSIA Aceh Province happy so that if a repeat visit is necessary, the patient will return to visit RSIA Aceh Province.

4. Conclusion

Based on the research results, it can be concluded:

- a. There is an influence of product dimensions (*product*) on patient loyalty at RSIA Aceh Province ($p=0.008 \leq 0.05$)

- b. There is an influence of the dimension of place (*place*) on patient loyalty at RSIA Aceh Province ($p=0.003\leq 0.05$)
- c. There is no influence of the promotion dimension (*promotion*) on patient loyalty at RSIA Aceh Province ($p=0.041\leq 0.05$)
- d. There is an influence of the dimension of human resources (health workers) (*people*) on patient loyalty at RSIA Aceh Province ($p=0.000\leq 0.05$)
- e. There is no influence on the dimensions of the physical appearance of the service place (*physical*) on patient loyalty at RSIA Aceh Province ($p=0.024\leq 0.05$)
- f. There is an influence of service process dimensions (*process*) on patient loyalty at RSIA Aceh Province ($p=0.000\leq 0.05$)
- g. The most dominant factor influencing patient loyalty at RSIA Aceh Province is the service process, proven by value *Adjusted Odd Ratio (AOR)* amounted to 8.492 ($p=0.021\leq 0.05$)

Based on the results and conclusions obtained in this research, suggestions are proposed as a complement to the research results which can be given as follows:

- a. Inpatient service products at RSIA Aceh Province include general poly, specialist poly, medical support, *medical check up* can be improved to increase patient loyalty.
- b. Regarding the location of RSIA Aceh Province, it is quite strategic because it is located in the middle of the city, but you need to pay attention to the fact that there are signs for each service so that it is easy for patients to understand.
- c. It is hoped that the management of RSIA Aceh Province can improve the factor *physical* and *promotion* which is believed to have an impact on patient loyalty, even though the status of RSIA Aceh Province is a government hospital, promotional efforts must still be carried out optimally
- d. Human resources in this case are health workers who provide services that are qualified and understand all existing service operational standards.
- e. The service process from patient registration until the patient completes treatment has been provided well by health workers. The service process is the key for patients to persist in receiving health services at RSIA Aceh Province

5. References

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