

THE IMPACT OF THE HOSPITAL'S MARKETING STRATEGY ON THE INTEREST OF PATIENT VISITS BASED ON THE MARKETING MIX APPROACH AT BOLIYOHUTO HOSPITAL

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ABSTRACT

Due to the lack of the number of visits in March-December 2021, therefore, the current study aims to determine the influence of hospital marketing strategies on the interests of patient visits based on the marketing mix approach at Boliyohuto Hospital.

This type of research is descriptive quantitative research. The respondents in the study were inpatients and outpatients at Boliyohuto hospital consisting of 188 respondents who were sampled using proportional random sampling with the Slovin formula to 65 respondents. The data collection was conducted using questionnaires which were then analyzed using the chi-square test.

Research results of hospital marketing strategy on the interest of patient visits are P Value= 0.0 below <0.05 so that H₀ is rejected and H₁ is accepted. So there is an influence of hospital marketing strategy on the interest of patient visits in Boliyohuto Hospital.

It can be concluded that Boliyohuto Hospital can carry out the right marketing strategy. The important thing to note is to maintain and improve more appropriate marketing strategies to meet market objectives and increase interest in future visits.

Keywords: Marketing Strategy, Hospital, Patient Visit Interest, and Marketing Mix.

INTRODUCTION

Basically the hospital is an institution to provide health services to the people. The quality of hospitals in terms of providing the best and qualified health services can increase public confidence when consulting about perceived health [5]. The rapid development of the times has made entrepreneurs think hard in setting marketing strategies to stay ahead of the business world [7]. Advances in technology today makes public aware of the importance of well-being. Customer demand for health care needs is increasing, gradually starting to emerge

business competition that leads to health services, including hospitals. Many health facilities compete to provide good health service offerings to consumers who need services that attract the attention of many consumers to get hospital treatment [9].

Furthermore, the hospital is an institution that has the facilities and infrastructure to serve the community. It aims to go from hospitals to excellent health services for the people in general [15]. The marketing mix is a solution for solving problems that are often faced by patients such as the budget that patients need to spend, getting the best, safe and

The Impact of the Hospital's Marketing Strategy on the Interest of Patient Visits Based on the Marketing Mix Approach at Boliyohuto Hospital

comfortable service, and good communication relationships between patients and medical staff. Increasing demand is one of the efforts that must be pursued by companies, especially hospitals. This happens because the increase in demand can provide long-term benefit income opportunities [6].

From 2016 to 2018, the number of hospitals in Indonesia is increasing. The number of hospitals in 2016 namely 2,601 and 2,813 grew again in 2018 and this number is growing in regions throughout Indonesia. So when viewed from the data, all hospitals compete in terms of carrying out strategies in the form of marketing both on mass media, social media and so on. Nothing but to attract sympathy from various people who need treatment. This is also a relay from the hospital to improve the quality of treatment products so that people often seek treatment when the hospital services are also considered the best [11].

Hospital Boliyohuto previously established ear 2019 with the classification of type D and began operations in February 2020. Boliyohuto Hospital itself is one of the institutions of public service in the District Boliyohuto Gorontalo regency. The geographical location of Boliyohuto Hospital itself is very strategic because it is located between 4 health centers in Boliyohuto District which makes Boliyohuto Hospital a reference before other hospitals in the Gorontalo Regency area. This hospital was established with the aim and purpose only for the benefit of the local community whose hopes are to become a hospital that has maximum health services [12].

Status as a new hospital, RSUD Boliyohuto itself has made marketing strategy efforts to increase interest in patient visits at RSUD Boliyohuto such as promoting the hospital by installing information billboards at several points

that are often passed by the public. Meanwhile, the standard prices that apply at the Boliyohuto Hospital are adjusted to the Gorontalo Regency Regional Regulations whose prices can be reached by patients with middle to lower economic status, but this still does not increase the number of visits .

Based on data obtained from the results of an interview with the hospital staff obtained information on the number of beds hospital each day is filled, while hospitals Boliyohuto itself provides 50 beds which is the designation for Pasian bersatatus care stay. This happened because of the lack of patients visiting and seeking treatment at the Boliyohuto Hospital. Seeing the above conditions, of course this is inversely proportional to what is the goal of establishing a hospital in the Boliyohuto District because based on the potential of human resources or the population reaches up to 70,707 people, if averaged it only reaches 0.02% who use the services in this area. Boliyohuto Hospital every month. One of the most common procedures used to attract sympathy from the public or often referred to as increasing the number of visits from the community is that if their needs are met, the customer will not switch to other products or services of other companies. Marketing mix in this statement that this is an important concept strategy so that it becomes one of the core strategies in the form of marketing health services [6].

Therefore, it is important for RSUD Boliyohuto to identify consumer desires by implementing a marketing mix and paying more attention to the form of marketing consisting of 4Ps, namely product, price, place, promotion. By applying the concept of the traditional marketing mix, it is hoped that this strategy can increase the number of patient visits as well as increase revenue and streamline hospital operating costs. Therefore, researchers want to research

related to "The Impact of Hospital Marketing Strategy on Interest in Patient Visits Based on the Marketing Mix Approach at Boliyohuto Hospital "

Patient Interest

Interest is a persistent tendency to pay attention to some activity. The emergence of interest in something is characterized by curiosity and pleasure in the object [9]. Patients are people who generally consult about their health and hope to get quality and synergized health services provided by medical personnel [10]. It can be concluded that the patient's interest is the patient's interest or desire to decide the type of health service that will be used by the patient.

Definition of Marketing

Marketing is an effort to deliver and procure goods and services or even products that are more appropriate introduction and communication. In another sense, marketing is defined as a human activity that is expected to satisfy the wants and needs of buyers through the preparation of trade. Marketing a product or service consists of the development or flow of two things, namely the flow of the form of the product itself and the flow of exchange communication for the goods. The flow of communication exchange can be a process of exchange, from producers to consumers [3].

Marketing plays a very important role in determining the business activities of a company in the future. Every manufacturer is always working to be able to create items that are qualified to achieve the goals and objectives of the company. Trade is the activities of the top of the marketing function so that not only includes sales and promotions, but marketing was good also includes determining a type of goods, availability of raw materials, transportation, pricing, distribution and supply are right, so expect the goods supplied will be in demand by many buyer. Marketing is also defined as

a process of transferring merchandise from the hands of sellers to buyers or it can also be said that marketing is all trading activities related to the flow of goods and services from sellers to buyers. It's important for companies to do marketing, both in trade and services by applying the concept of marketing that is good to determine business growth [4].

Marketing Mix

Etymologically marketing mix is a mix marketing, while based on the terms of the marketing mix is a technique implemented in ter structure or a procedure that is performed at the same marketing actualize the main elements in the mix of marketing itself. The marketing mix is a marketing tool that companies use to convince the target market. The marketing mix is also the core of the market system that is run and consists of several market activity variables that are controlled and used by the company to influence buyer reactions. The variables that are run must be managed by the company as well as possible in carrying out marketing activities. Not only a good management alone, but is expected to integrate a variety of variables to actualize the program marketing is feasible [2].

The form of marketing in general consists of product, price, place, and promotion is one part of the marketing tool which in its application requires an understanding of history in terms of combining the components of the marketing mix in formulating strategies to maximize the existence of a marketing agenda within the company itself . Even so , this form of marketing is considered a classic concept used by companies to offer products to customers/ consumers through separation and control of the marketing mix . This form of marketing strategy has become an initial concept in improving market strategies which basically still require special attention in the marketing agenda, because today's marketing has

been oriented to consumer needs such as determining prices for buyers for goods obtained or consumed, but the essential concept of The marketing mix itself cannot be ignored as the basis for creating prices from buyers as consumers [16].

The marketing mix (marketing mix) is a form of engineering or marketing strategy in terms of communicating the product extensively, presenting goods and services, strengthen the buyer to have a tendency of clicking pictures kan an item is needed. Efforts made to meet customer needs are carried out by each company with different methodologies and strategies with the aim that buyers feel fulfilled and will then come back to buy products.

Product

The product or item is one of the objects that the buyer wants and it is in the form of his needs in his life. Even in any form, as long as it can meet the wishes of buyers or consumers, it can be said to be a product. Products or services are all forms offered to customers by the seller in order to continue to provide, requested and even held within the company as a provider of goods and services in this case the producer. The product that the patient needs can be a quality and reliable product. These items are expected to provide benefits and can fulfill the patient's wishes [4].

Product is something in the form of quality, advantage, capacity, benefit, and usability provided to fulfill market needs. The product is also used as a premise that can affect its use. Products can be distributed using the marketing mix and product quality to influence customers to buy. Based on the consumer's view, the product is one of the instructions in finding, obtaining, utilizing, and evaluating goods. Product mix is an effort to do product marketing, in the eyes of buyers to make it easier for customers to recognize the goods marketed by the

company. Product mix is also a collection of various kinds of products provided by the company [3].

Price

Price or cost is a very influential factor in the interest of public health services. This is because customer requests and actuators of goods placement will affect how the goods or brands of goods will be considered and considered by buyers compared to other goods. From the consumer's point of view, costs can be in the form of payments that must be incurred by buyers in order to claim, purchase, and use various goods and services offered by the company. From this point of view, costs can be used as a separation between company items and competitors' items. In addition, price also has an important role in the trade handle in promoting, although other facts show that the entire cost required to create an item is rarely seen in the decisions made by the company [3].

Determining prices for products and services is a strategy that is also influential in providing the price of an item for buyers and can affect the picture of the goods, as well as the choice of the customer in making a purchase. Pricing is hooked up late with important settings such as the level of costs, discounts and installment requirements among groups of consumers are different. Price is the most important part in terms of forms of marketing through various media, both mass media, electronic and so on. therefore the price will affect the viability of the customer itself. The lower the price, the public's interest in making a purchase will be very high, especially if it is known that the goods and services that will be used are of very good quality. Understanding the cost in a hospital is not in the form se how the tariff for a particular type of inspection or health care, but all costs to be incurred by patients during their hospital perawatan the [13].

Price is the exchange rate of goods that will be purchased by consumers and customers who will buy from the seller . According to other sources, the price can be in the form of units of value or other degrees that are traded in order to have goods to be exchanged for money values . The cost of service is a comparison of the number of benefits (services) obtained by the buyer with the amount that must be spent [8] .

Place

For service industry agencies, place is a place or location for service services. The determination of the place of service considers how the service will be delivered to the consumer and where the exchange will take place. The location mix also takes into account the environment in which and how services will be delivered and the value and benefits of these services. This is closely related to how to provide services to buyers and where the location is located. Location relates to where the company has to live and make exchanges. There are three kinds of intuitive influence areas, as follows: a) Buyers come to producers (companies) if the situation is like this, then the place strategy is very important. Companies must choose a place of operation that is close to the buyer so that it is easily accessible to consumers. b) Producers (companies) come to buyers, in this case the area is not a benchmark, but what must be considered is that the services offered must be of high quality. c) Producers and consumers do not need to meet when conducting transactions, but on condition that both parties are connected to one of the electronic media that connects the two parties to exchange information. So that the area is no longer a reason to carry out the buying and selling process [2].

Place in the hospital includes the place of health care, time used, referrals, and so on. The interaction between

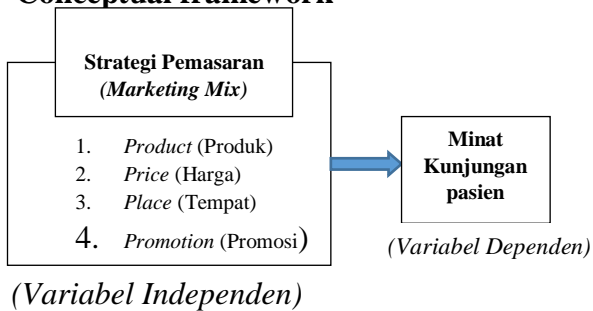
producers and consumers is very important in determining the strategy for the area or place of health services [13].

Promotion

Promotion itself is the most important part in the marketing mix carried out by several companies . Promotion can be in the form of communication that provides information in order to persuade buyers about goods or services that are currently on the market . So the promotion will basically have a big influence on the marketing of the product that will be bought by the buyer. Promotion also serves to attract people's empathy to keep buying the products to be sold. Furthermore, what is a concern in terms of using this promotion is that information related to goods and products to be sold must be accurate and correct, so that people do not feel cheated by various kinds of promotions carried out. Promotion is also an expression in a broad sense surrounding the effective activities carried out by the company to attract the attention of buyers to buy the goods offered [8] .

Promotion in marketing is one form of strategy that is very influential in marketing . Promotion can be a part used to suggest and influence buyers to buy a company's products , so that buyers can find out about the products or services provided by the company. Activities included in the promotion are publications, individual offers, bid advances and other reputations. Promotion is the last activity that displays a mix, where promotion is the most capable way to attract and retain buyers. One of the promotional objectives in the company is to present all kinds of goods or services offered and try to attract buyers.

Conceptual framework



Hypothesis

The hypothesis is a temporary answer to the research problem formulation, where the research problem formulation is in the form of a question sentence [14]. Hypotheses are made to determine the direction of the research to prove the research results [5]. H1: There is an effect of hospital marketing strategy on the interest of patient visits at Boliyohuto Hospital. H0: There is no effect of hospital marketing strategy on patient visit interest at Boliyohuto Hospital.

RESEARCH METHODS

Research Type and Design

This study uses a type of quantitative research where the research collects data in the form of numbers and information in the form of words, sentences that are obtained from research respondents. So that from the information data obtained by the researcher from the respondents, it will be converted into numbers and will be in accordance with the type of approach that will be used in this study.

Research design

This study uses a cross-sectional study approach which is momentary and can change over time. The cross-sectional design aims to analyze the relationship between the independent variable (Product, Price, Place, and Promotion) and the dependent variable (Patient Visiting Interest) in Boliyohuto Hospital through statistical testing.

Research Time and Place

This research was carried out in March-May 2021 and located at Boliyohuto Hospital.

Population and Sample

Based on the initial data obtained, the population in this study were visitors or patients and outpatients at Boliyohuto Hospital as many as 188 people and the samples used were 65 people.

Data Analysis Techniques

The data analysis techniques used in this study were as follows: 1) Univariate analysis was carried out to analyze and describe the characteristics of each variable from the data obtained during the study. In this study, univariate analysis was carried out on respondent identity, Marketing Mix variable, and patient visit interest. 2) Bivariate analysis is an analysis that is basically seen from the correlation or relationship to two existing variables. Statistical testing using the Chi Square or Chi square test with the help of the statistical data processing application program SPSS 16 For Windows. The Chi Square test was carried out in order to determine the relationship between the dependent and the independent.

RESEARCH RESULT

The results of the research obtained from primary data conducted on respondents through questionnaires in general to determine the description or percentage of identity characteristics and respondents' perceptions of hospital marketing.

Table 1. Distribution of Hospital Marketing Strategy Frequency

Marketing Mix	Total (N)	Percentage (%)
Product		
Good	47	72,3
Not Good	18	27,7
Total	65	100
Price		
Good	41	63,1
Not Good	24	36,9
Total	65	100
Place		
Good	54	83,1
Not Good	11	16,9
Total	65	100
Promotion		
Good	39	60
Not Good	26	40
Total	65	100

Source: Primary Data SPSS, 2021

Table 2. Hospital Marketing Strategy Frequency Distribution

Hospital Marketing Strategy	Total (N)	Percentage (%)
Good	41	63,1
Not Good	24	36,9
Total	65	100

Source: Primary Data SPSS, 2021

Table 3. Frequency Distribution of Patient Visit Interest

Patient Visit Interest	Jumlah (N)	Persentase (%)
Good	40	61,5
Not Good	25	38,5
Total	65	100

Source: Primary Data SPSS , 2021

Table 4. The Effect of Hospital Marketing Strategy on Patient Visit Interest

Hospital Marketing Strategy	Patient Visit Interest					
	Good		Not Good		Total	%
	N	%	N	%		
Good	39	60	2	3,1	41	63,1
Not Good	1	1,5	23	35,4	24	36,9
Total	40	61,5	25	38,5	65	100
P value		0,00				

Source: Primary Data on SPSS, 2021

As the data in table 4. shows that related to marketing strategy on patient perception, it can be interpreted as good with data as many as 39 respondents with a percentage of 60%, marketing strategy is good and interest in patient visits is not good as many as 2 respondents with a percentage of 3.1%. Furthermore, the patient's perception of the hospital's marketing strategy was not good and the interest in patient visits was good as many as 1 respondent with a percentage of 1.5%, and the hospital marketing strategy was not good with an interest in patient visits was not good as many as 23 respondents with a percentage of 35.4%.

Through the calculation, the results of the chi square marketing strategy on the interest of patient visits in table 4.7 are P Value = 0.000, thus indicating that the P Value is 0.000 < 0.05, meaning that H0 is rejected and H1 is accepted. Then there is the Effect of Hospital Marketing Strategy on Patient Visiting Interests at Boliyohuto Hospital.

DISCUSSION

Hospital Marketing Strategy Based on Product at Boliyohuto Hospital

As the data in the research results in table 1, the results of the frequency distribution based on the product in RSUD Boliyohuto are good as many as 47 respondents with a percentage of 72.3 % and not good as many as 18 respondents with a percentage of 27.7%. These results show that the products provided by the hospital are good, seen from the services provided by the hospital such as polyclinics, inpatient care and emergency rooms, as well as specialist doctors who can support patients while seeking treatment at Boliyohuto Hospital. In addition, the services provided by the hospital are also oriented to the patient's needs which encourage patient visits at the Boliyohuto Hospital. A total of 27.7% showed a bad score on incomplete health support facilities.

Hospital Marketing Strategy Based on Price at Boliyohuto Hospital

As the results of the study show that table 1, the results of the frequency distribution based on prices in Boliyohuto Hospital are good with 41 respondents with a percentage of 63.1 % and not good as many as 24 respondents with a percentage of 36.9%. These results indicate that the price set at the hospital is good because the service rates that must be paid by patients at Boliyohuto Hospital are in accordance with the quality of service received by patients and the process is not complicated. 36.9% shows a bad score because they are patients with middle to lower economics and do not have BPJS so they feel heavy with the rates charged by the hospital.

Hospital Marketing Strategy Based on Place in RSUD Boliyohuto

As the results of the study show that table 1, the results of the frequency distribution based on good places are 54 respondents with a percentage of 83.1 %

and not good as many as 11 respondents with a percentage of 16.9%. From these results, it shows that the location of the hospital is quite good because it is close to community settlements and roads so that it is easily accessible. In addition, the condition of a clean room is able to make patients feel comfortable while undergoing treatment at the Boliyohuto Hospital. Another 16.9% showed a bad score because the roads around the hospital were still damaged, thus preventing some patients from taking treatment in emergency situations.

Hospital Marketing Strategy Based on Promotion at Boliyohuto Hospital

As the results of the study show that table 1, the results of the frequency distribution based on promotions at Boliyohuto Hospital are good as many as 39 respondents with a percentage of 60 % and not good as many as 26 respondents with a percentage of 40%. The results of this study indicate that the promotion carried out by the Boliyohuto Hospital has been good, seen from the health promotion carried out by the health promotion team through socialization, social services, promotional media such as billboards, newspapers, website pages and several other mass media. It can also be seen from the patient's knowledge that it is easy to determine the type of health services that will be used when seeking treatment at the Boliyohuto Hospital. The other 40% showed poor scores because they were patients whose livelihoods were fishermen and who lived in the mountains, so they did not receive direct information when the health promotion team conducted socialization.

Hospital Marketing Strategy at Boliyohuto Hospital

As the results of the study show that table 2 obtained data on the Hospital Marketing Strategy at Boliyohuto Hospital, both 41 respondents with a percentage of 63.1 % and not good as

many as 24 respondents with a percentage of 36.9%. This is because the condition of the room facilities are comfortable and clean, the service of officers who are friendly to patients, the provision of information by officers that is easy for patients to understand, the payment process is not complicated, as well as health promotions carried out by hospital staff through several media have also received more attention from the public. . This shows the success of the Boliyohuto Hospital in carrying out the hospital's marketing strategy by orienting customer satisfaction.

Based on the results of previous studies regarding patient perceptions of good marketing strategies, there were 42 respondents with a percentage of 53.2% of 79 respondents [5], while the results obtained in this study tended to be good as many as 41 respondents with a percentage of 63.1% of 65 respondents.

Interest in Patient Visits at Boliyohuto Hospital

The results of the analysis in table 3 obtained data on good patient visits interest as many as 40 respondents with a percentage of 61.5% and not good as many as 25 respondents with a percentage of 38.5%. In the assessment of interest in patient visits, it is more dominantly good, this is because of the 4 statements of patient satisfaction that greatly affect patient interest, namely the health services offered and the facilities provided which are kept clean, seen from the air-conditioned room facilities even though the inpatient room is class III, toilets which is kept clean, the room is clean, and the service of the staff is friendly. However, some patients have a bad perception of inadequate health support facilities and access to hospitals that are not easily accessible due to damaged road conditions in the hospital area.

On the other hand, the Boliyohuto Hospital needs to support the provision of

health support facilities such as laboratories, radiology, ultrasound and others. Because health support facilities also greatly affect the patient's interest to visit. In addition, road conditions that often hinder the patient's journey to the hospital need more attention from the management and planning of the Boliyohuto Hospital.

In line with several previous studies that the tendency of patients who are not interested in making return visits is 48 people or 61.5% while patients who are interested in making return visits are 30 people or 38.5% [9]. Meanwhile, the results obtained by researchers regarding patient perceptions regarding patient visit interest tend to be good, as many as 40 respondents with a percentage of 61.5% and not good as many as 25 respondents with a percentage of 38.5%. This shows that the success of Boliyohuto Hospital in attracting patient visits is quite good because in terms of service the officers are categorized as good.

The Influence of Hospital Marketing Strategy on Interest in Patient Visits at Boliyohuto Hospital

Based on table 4 using Chi Square analysis shows the results of good marketing strategy with good patient visit interest as many as 39 respondents, good marketing strategy and bad patient visit interest as many as 2 respondents. Furthermore, the hospital's marketing strategy was not good and the interest in patient visits was good as many as 1 respondent, and the hospital marketing strategy was not good with the interest in patient visits was not good as many as 23 respondents. Thus, the obtained P Value = $0.00 < 0.05$ (H_0 is rejected and H_1 is accepted) meaning that the marketing strategy can increase the interest of patient visits at the Boliyohuto Hospital.

A total of 65 respondents were used as the author's sample in this study and the data obtained from cross tabulation

The Impact of the Hospital's Marketing Strategy on the Interest of Patient Visits Based on the Marketing Mix Approach at Boliyohuto Hospital

between marketing strategy and patient visit interest, as many as 2 respondents were good at marketing strategy but patient visit interest was not good this is because the 2 respondents were only visitors who did not settled in the Boliyohuto sub-district, so there was no desire to make a return visit to the Boliyohuto Hospital. Furthermore, 1 respondent is not good at the hospital's marketing strategy but the interest in patient visits is good because the respondent is not satisfied with the location of the hospital whose roads are still damaged.

Boliyohuto Hospital itself has started to improve the hospital's marketing strategy since 2021 such as improving health services by adding basic specialist doctors, then increasing health promotion carried out by the marketing team of Boliyohuto Hospital such as promotion of hospitals through mass media and socialization through Posyandu for toddlers and Posyandu for the elderly. . The success of the marketing strategy carried out by the Boliyohuto Hospital is evidenced by the increasing number of patient visits every month since January as many as 71 patients until May 2021 reaching 174 patients.

Previous researchers used a different analysis from this research, but the results obtained by previous researchers showed that the effect was on marketing and the influence was very significant from the two variables, namely independent of the dependent [4]. In this result, there is a match between the results carried out by researchers with previous researchers because the results show that marketing strategies have an influence on consumer interest.

CONCLUSION

As the data obtained from the results of research using the Marketing mix in Boliyohuto Hospital by testing the

hypothesis, it shows that the influence of the marketing strategy of the Hospital on the interest of patient visits to get a data value of $0.00 < 0.05$ then indirectly that H_0 is rejected and H_1 is accepted. So it can be concluded from the data that the influence of the marketing strategy carried out has an effect on the RSUD in Boliyohuto itself.

The main strategy in hospital marketing implemented by RSUD Boliyohuto is considered quite good because the number of patient visits continues to increase every month. This is because the application of the Marketing Mix can be executed properly . The success of the marketing strategy carried out by the Boliyohuto Hospital is evidenced by the increasing number of patient visits every month since January as many as 71 patients until May 2021 reaching 174 patients.

Based on the results of research on marketing strategies hospital t erhadap interest in visiting patients in hospitals Boliyohuto, suggestions can be proposed research are as follows: (1) The hospital Boliyohuto need to improve marketing strategies in terms of promotion such as providing information that is easy to understand the patient or relatives of patients regarding the flow of services in hospitals, increasing promotions, especially to people living in remote villages through the health promotion team, and through other media so that people can find out what types of services are available at Boliyohuto Hospital . In addition, it is necessary to provide brochures regarding types of health services as additional information for patients. (2) The hospital needs to build a reciprocal relationship with the patient. The hope is to obtain new innovations that function in improving service quality in order to realize services in hospitals that are in accordance with patient needs . Patients are expected to be able to submit

complaints about deviant services obtained from the Boliyohuto Hospital. Therefore, it is important for hospitals to provide data and information service rooms as a means of support for patients to convey the discrepancies encountered by patients while receiving hospital services. (3) It is necessary to increase friendliness when providing services by giving more attention to patients from the patient entering the hospital until leaving. Furthermore, it is important to maintain the cleanliness of ward and bathroom / WC hospitals to improve patient comfort during treatment in hospitals Boliyohuto . It aims to attract patient visits at the Boliyohuto Hospital.

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