

CONSUMER PROFILE ANALYSIS IN SELECTION OF HEALTH SERVICES THROUGH THE 7P MARKETING MIX

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ABSTRACT

Introduction: Hospitals are a business entity, hospitals must also carry out good and sustainable management. Management expertise in managing the social mission and business goals of the hospital is a challenge for the sustainability of the hospital itself. Therefore, hospital management must be able to apply good management principles to manage its business, one of which is in the marketing aspect. The marketing process is one of the most challenging things in hospital management activities. Hospitals must be able to formulate marketing mix appropriately. The purpose of this study is to determine the effect of analyzing consumer profiles in choosing health services through the 7P marketing mix. This type of research is quantitative research. The population in this study is all the people of Malang district, and the sampling technique uses purposive sampling technique. The formula for determining an infinite population sample can use the Hair Formula. The instrument used is a questionnaire. Data analysis using Kruskal wallis and mann whitney. Results of the analysis The results of the test results of the variable characteristics of the marketing mix for age, education and income through the Kruskal Wallis test showed that several components of the 7P marketing mix had significant differences by showing a p value (0.0000) while the variables gender, marital status and employment through the Mann Whitney test showed several There are significant differences in the 7P marketing mix components showing a p value (0.0000). It was concluded that based on the analysis using the Kruskal Wallis test, it was found that there were significantly different components as follows: There are significant differences in all components of the 7P marketing mix on age characteristics, There are significant differences in all components of the 7P marketing mix on educational characteristics, There are significant differences in the product, place, people and physical evidence components in the 7P marketing mix on income characteristics. Furthermore, based on the analysis with Mann Whitney, it was found that there were significantly different components as follows: There are significant differences in product components in the 7P marketing mix on gender characteristics, There are significant differences in the product and price components in the 7P marketing mix on the characteristics of marital status and There are significant differences in the place component of the 7P marketing mix on job characteristics.

INDEX TERMS- Marketing Mix 7P, Strategy, consumer profile.

I. INTRODUCTION

Hospitals are a business entity, hospitals must also carry out good and sustainable management (Vikandi et al., 2019). Management expertise in managing the social mission and business goals of the hospital is a challenge for the sustainability of the hospital itself. Therefore, hospital management must be able to apply good management principles to manage its business, one of which is in the marketing aspect. The marketing process is one of the most challenging things in hospital management activities. Hospitals must be able to formulate marketing mix appropriately. This requires

hospitals to know what factors can influence consumers in making consumer decisions about choosing a hospital. 7Ps marketing mix concept. In previous research, there has been no research on the pattern of the marketing mix (7P) in rural areas/rural areas by considering aspects of demographic characteristics so that consumer profiles in these areas have the right marketing mix strategy to increase people's attractiveness in choosing a hospital. Several studies have been carried out in big cities in Indonesia, while more than 50% of Indonesia's territory is in rural areas. To improve the quality of hospital patient services, research is needed on the 7P marketing mix, especially in rural areas on hospital selection

preferences as a means of overcoming health problems. Based on the description above, researchers are interested in analyzing the 7P marketing mix on hospital selection preferences in the district. Kepanjen. The aim of this study is to determine the effect of analyzing consumer profiles in choosing health services through the 7P marketing mix.

II. METHOD

This type of research is quantitative research. The population in this study is all the people of Malang district, and the sampling technique uses purposive sampling technique. The formula for determining an infinite population sample can use the Hair Formula. The instrument used is a questionnaire. Data analysis using Kruskal wallis and mann whitney.

III. RESULT

1. Characteristics of the marketing mix against age

Table 1.1 The results of the 7P marketing mix research on age.

Variable	Product ((Mean-SD)	Place (Mean-SD)	People ((Mean-SD)	Promotion (Mean-SD)	Price ((Mean-SD)	Process ((Mean-SD)	Physical Evidence ((Mean-SD)
26-35 years	3.99 (0.67)	4.21 (0.66)	4.25 (0.64)	4.06 (0.61)	4.17 (0.69)	4.16 (0.67)	4.13 (0.61)
36-45 years	3.17 (0.25)	3.66 (0.74)	3.22 (0.37)	3.43 (0.39)	3.07 (0.43)	3.27 (0.41)	3.36 (0.78)
46-55 years	4.00 (0.25)	3.92 (0.61)	3.99 (0.33)	3.92 (0.36)	3.83 (0.42)	3.91 (0.44)	4.02 (0.36)
55-65 years	4.88 (0.38)	4.66 (0.59)	4.84 (0.44)	4.68 (0.61)	4.64 (0.47%)	4.53 (0.54)	4.64 (0.47)
P value	0.000	0.000	0.000	0.000	0.000	0.000	0.000

Source: Primary data, 2022

Based on the results of the analysis (table 1.1) on the characteristics of the marketing mix on the age characteristics of the respondents, there is a significant difference with a p value of 0.000 in all aspects of the 7P marketing mix for the age group. The age group with the highest average in the marketing mix for age is in the 55-

65 year age group with the mean value showing in the range 4.53 – 4.88 while the age group with the lowest average in the marketing mix for age is in the 36-45 year age group with an average values show in the range 3.07-3.43.

2. Characteristics of the marketing mix on gender

The results of the 7P marketing mix research on gender are presented in table 1.2

Table 1.2 Characteristics of the marketing mix to Gender (n=255).

VVariabel	PProduct (Mean-SD)	PPlace (Mean-SD)	PPeople (Mean-SD)	PPromotion (Mean-SD)	PPrice (Mean-SD)	PProcess (Mean-SD)	PPhysical Evidence (Mean-SD)
MMale	3.83 (0.66)	3.86 (0.80)	3.90 (0.71)	3.97 (0.63)	3.83 (0.67)	3.92 (0.61)	3.92 (0.77)
PFemale	4.03 (0.60)	3.92 (0.66)	4.00 (0.61)	3.94 (0.57)	3.85 (0.66)	3.84 (0.69)	4.12 (0.55)
P value	0.017	0.479	0.503	0.894	0.725	0.496	0.079

Source: Primary data, 2022

Based on the results of the analysis (table 1.2) on the characteristics of the marketing mix on the characteristics of the respondent's gender, there is a significant difference in the 7P marketing mix component, namely Product (P value = 0.017). The

highest average gender in the marketing mix for gender was in the female group with an average score in the range 3.84-4.12 compared to the male group with an average score in the range 3.83-3.97.

3. Characteristics of the marketing mix on marital status

The results of the 7P marketing mix research on marital status are presented in table 1.3

Table 1.3 Characteristics of the marketing mix on Marital Status.

Variable	Product (Mean-SD)	Place (Mean-SD)	People (Mean-SD)	Promotion (Mean-SD)	Price (Mean-SD)	Process (Mean-SD)	Physical Evidence (Mean-SD)
Married	3.86 (0.69)	3.86 (0.77)	3.88 (0.72)	3.82 (0.63)	3.78 (0.64)	3.82 (0.67)	3.97 (0.74)
Widow/Widower	4.04 (0.56)	3.96 (0.66)	4.03 (0.77)	3.96 (0.56)	3.91 (0.62)	3.91 (0.64)	4.11 (0.55)
P value	0.036	0.340	0.141	0.558	0.040	0.108	0.133

Source: Primary Data, 2022

Based on the results of the analysis (table 1.3) on the characteristics of the marketing mix on the characteristics of the respondent's marital status, there is a significant difference in the 7P marketing mix component in the Product component (0.036) and Price

(0.040). The highest average marital status in the marketing mix for marital status was in the group with widow/widower status with an average score in the range 3.91-4.11 compared to the group with married status with an average score in the range 3.82-3.97.

4. Characteristics of the marketing mix on education

The results of the 7P marketing mix research on education are presented in table 1.4

Table 1.4 Characteristics of the Marketing Mix for Education.

VVariable	PProduct (Mean-SD)	PPlace (Mean-SD)	PPeople (Mean-SD)	PPromotion (Mean-SD)	PPrice (Mean-SD)	PProcess (Mean-SD)	Physical Evidence (Mean-SD)
SElementary School	3.71 (0.59)	3.56 (0.68)	3.80 (0.61)	3.72 (0.58)	3.68 (0.54)	3.61 (0.59)	.76 (0.65)
jJunior high school	3.74 (0.61)	3.83 (0.71)	3.67 (0.61)	3.71 (0.55)	3.36 (0.94)	3.54 (0.81)	.96 (0.53)
S senior high school	4.84 (0.59)	4.05 (0.57)	4.06 (0.62)	3.94 (0.58)	3.95 (0.58)	3.97 (0.62)	.15 (0.54)
DDIII/Bachelor/Postgraduate	3.94 (0.73)	3.80 (1.01)	3.88 (0.71)	3.83 (0.73)	3.96 (0.73)	3.86 (0.68)	.94 (0.91)
P value	0.029	0.002	0.014	0.002	0.007	0.000	.004

Source: Primary Data, 2022

Based on the results of the analysis (table 1.4) on the characteristics of the marketing mix on the educational characteristics of the respondents, there are significant differences in the 7P marketing mix components in all 7P marketing mix components, namely product (0.029), place (0.002), people (0.014), promotion (0.002), price (0.007), process (0.000) and physical evidence (0.004).

The highest average education in the marketing mix for education is in the high school education group with an average score showing in the range 3.94-4.84 while the education with the lowest average in the marketing mix for education is in education with elementary school graduation with the average value showing in the range 3.56-3.80.

5. Characteristics of the marketing mix to employment

The results of the 7P marketing mix research on work are presented in table 1.5

Table 1.5 Characteristics of the Marketing Mix for Employment.

VVariable	PProduct (Mean-SD)	PPlace (Mean-SD)	PPeople (Mean-SD)	PPromotion (Mean-SD)	PPrice (Mean-SD)	PProcess (Mean-SD)	PPhysical Evidence (Mean-SD)
TNot Be at Work	3.98 (0.62)	4.05 (0.56)	4.03 (0.63)	3.98 (0.59)	3.90 (0.67)	3.91 (0.68)	3.45 (0.71)
BBe at Work	3.93 (0.64)	2.81 (0.81)	3.91 (0.66)	3.93 (0.66)	3.80 (0.65)	3.84 (0.68)	3.67 (0.65)
P value	0.323	0.024	0.229	0.368	0.282	0.440	0.196

Source: Primary Data, 2022

Based on the results of the analysis (table 1.5) on the characteristics of the marketing mix on the job characteristics of the respondents, there is a significant difference in the place component with a significance of 0.024. The highest average occupation in the marketing

mix for jobs is in the non-working group with an average score showing in the range 3.98-4.05 compared to jobs with the lowest average in the marketing mix for jobs with working status with an average value showing in the range 2.81-3.93.

6. Characteristics of the marketing mix on income

The results of the 7P marketing mix research on income are presented in table 1.6

Table 1.6 Characteristics of the Marketing Mix on Income.

VVariabel	PProduct (Mean-SD)	P	PPeople (Mean-SD)	PPromotion (Mean-SD)	PPrice (Mean-SD)	PProcess (Mean-SD)	PPhysical Evidence (Mean-SD)
<Rp.1.000.000	4.00 (0.612)	3.96 (0.67)	4.02 (0.63)	3.99 (0.61)	3.88 (0.66)	3.89 (0.69)	4.13 (0.58)
Rp. 1.000.000 - Rp. 3.000.000	3.65 (0.44)	3.86 (0.64)	3.46 (0.62)	3.82 (0.46)	3.72 (0.62)	3.78 (0.46)	3.78 (0.56)
Rp. 3.000.000 - Rp. 5.000.000	3.74 (0.78)	3.43 (1.12)	3.68 (0.67)	3.74 (0.65)	3.66 (0.67)	3.75 (0.63)	3.47 (1.16)
Pvalue	0.003	0.026	0.007	0.251	0.311	0.626	0.002

Source: Primary Data, 2022

Based on the results of the analysis (table 1.6) on the characteristics of the marketing mix on the income characteristics of the respondents, there were significant differences in the product (0.003), place (0.026), people (0.007) and physical evidence (0.002) components. The highest average income in the marketing mix to income is the group of respondents with an income level of <Rp.1,000,000 with an average value showing in the range 3.88-4.13 while the income with the lowest average in the marketing mix to income is a respondent with an income level of Rp. 3,000,000 - Rp. 5,000,000m with the average value showing in the range 3.43-3.75.

IV. DISSCUSSION

The results showed that there were significant differences in the characteristics of the marketing mix on the age characteristics of the respondents in all aspects of the 7P marketing mix for the age group. This means that the 7P marketing mix components used in carrying out the marketing mix affect the age group. Age group is one aspect of company market segmentation to increase the effectiveness of the marketing strategy Products and services offered in attracting consumers to decide to use services at the company (Fregidou-Malama & Hyder, 2021). In the relationship between the marketing mix and gender, it was found that there were significant differences in the marketing mix (product) on gender characteristics. The research findings show that the average score of female sex has an average higher than that of the male in the marketing mix, namely the Product component. Research conducted by Kusa et al. (2014) showed that there are significant differences in the decision to use services or services between men and women. In general, women have more roles as decision makers regarding the purchase or use of services.

The relationship between marketing mix characteristics and marital status indicates that there are significant differences in the marketing mix (Product and Price) on the characteristics of the respondents' marital status. The findings of this study indicate that the marital status of the widow/widower with the highest average has an influence on the use of the marketing mix on the Product and Price components. According to Wongleedee (2015) states that marital status has a positive influence on

product selection decisions owned by the company. According to Nam, (2022) marital status affects decisions or use of company services/services, one of the influencing factors is the price set by the company. Furthermore, the relationship between the characteristics of the marketing mix and education shows that there are significant differences in all components of the 7P marketing mix. This means that the 7P marketing mix components used in marketing have an effect on the level of education. The research findings show that the highest average education in the marketing mix for education is in the high school level group. Research by Herlina (2017) and Alshaik et al (2021) shows that education has an influence on the utilization of health services. A person's education level is an important variable that influences the decision to use health services. According to Vlaimer (2018) the level of public education is influenced by environmental factors

The relationship between the characteristics of the marketing mix and work shows that there are significant differences between work and place components. The 7P marketing mix components used in marketing have an effect on the work in the place marketing mix component. The research findings show that the highest average employment is the majority of respondents with unemployed status and has an influence on the marketing mix on the place component. According to Tumiwa et al., (2016) and Wichmann et al., (2022) it shows that the marketing mix strategy used to attract consumers to use services is a place component. The closer the work location is to the hospital, the more it influences the marketing mix, namely the place component. In addition, the relationship between the 7P marketing mix characteristics and income shows that there are significant differences in the product, place, people and physical environment components on income. This means that the 7P marketing mix components used in marketing have an effect on the income aspect of the marketing mix component of that component. The research findings show that the highest average marketing mix is in the group of respondents with an income level of <Rp.1,000,000. According to Rungo, (2007) income levels are one of the factors that limit the choice of health services, so that health service providers

need a strategy to capture consumers, one of which is by setting prices for services that can be reached by all various levels of society. The strategy that has been carried out by the Wawa Husada hospital. has provided a financing process through insurance to increase coverage of consumers who have low incomes. The percentage of BPJS patients at Wawa Husada Hospital is 40% of patients. Research conducted by Liu et al., (2020) understanding consumers, one of which is in terms of income characteristics, is one of the marketing strategy efforts to increase the number of consumers in using services/services/products in an institution.

V. CONCLUSION

7P marketing mix to consumer profiles obtained for each age and education are significantly different in all components of the 7P marketing mix, gender is significantly different in products, marital status is significantly different in products and prices, jobs are significantly different in place and income is significantly different in products, places, people and the physical environment. It can be concluded that hospitals can develop marketing innovations based on research findings as an effort to increase visit numbers

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