

# The Effect of Marketing Mix on Patient Decisions Rajawali Citra Hospital Maternity Room

Mukti Murtini, Dr. Salamatum Assakdiyah M.Si, Dr. Zunan Setiawan M.M

**Abstract**— This study aims to determine the effect of the marketing mix consisting of Product (product), Price (price), Place (place), Promotion (promotion), People (people), Physical Evidence (physical evidence) and Process (process) on patient decisions. Maternity Room at Rajawali Citra Hospital. Survey research that uses questionnaires as research instruments uses validity and reliability tests to test the instrument. While the data were analyzed using multiple linear regression method because the variables used were more than two variables with the results of the t-test and F-test. The results of this study indicate that the Product (X1) variable does not have a significant effect on the decisions of the Maternity Room patients at Rajawali Citra Hospital indicated by a significance value  $> (0.422 > 0.05)$ . Price (X2) has no significant effect on the decisions of maternity ward patients at Rajawali Citra Hospital, indicated by a significance value  $> (0.203 > 0.05)$ . Place (X3) has no significant effect on the decisions of maternity ward patients at Rajawali Citra Hospital, indicated by a significance value  $> (0.714 > 0.05)$ . Promotion (X4) has no significant effect on the decisions of maternity ward patients at Rajawali Citra Hospital, indicated by a significance value  $> (0.077 > 0.05)$ . People (X5) has no significant effect on the decisions of maternity ward patients at Rajawali Citra Hospital, indicated by a significance value  $> (0.461 > 0.05)$ . Physical Evidence (X6) has no significant effect on the decisions of maternity ward patients at Rajawali Citra Hospital, indicated by a significance value  $> (0.265 > 0.05)$ . Process (X7) has a significant effect on the decisions of maternity ward patients at Rajawali Citra Hospital, indicated by a significance value  $< (0.012 < 0.05)$ . Meanwhile, simultaneously, Product (product), Price (price), Place (place), Promotion (promotion), People (people), Physical Evidence (physical evidence) and Process (process) have a significant effect on patient decisions in the Maternity Room at the Hospital. Rajawali Citra (Y), with evidence of the results of the F test calculation, namely the value of  $\text{sig} < \alpha (0.000 < 0.05)$ . The results of data processing also show that 56.4% of patient decisions are influenced by variations of the seven independent variables, while 44.6% are influenced by unknown variables. Process (X7) has a significant effect on the decisions of maternity ward patients at Rajawali Citra Hospital, indicated by a significance value  $< (0.012 < 0.05)$ . Meanwhile, simultaneously, Product (product), Price (price), Place (place), Promotion (promotion), People (people), Physical Evidence (physical evidence) and Process (process) have a significant effect on patient decisions in the Maternity Room at the Hospital. Rajawali Citra (Y), with evidence of the results of the F test calculation, namely the value of  $\text{sig} < \alpha (0.000 < 0.05)$ . The results of data processing also show that 56.4% of patient decisions are influenced by variations of the seven independent

variables, while 44.6% are influenced by unknown variables. Process (X7) has a significant effect on the decisions of maternity ward patients at Rajawali Citra Hospital, indicated by a significance value  $< (0.012 < 0.05)$ . Meanwhile, simultaneously, Product (product), Price (price), Place (place), Promotion (promotion), People (people), Physical Evidence (physical evidence) and Process (process) have a significant effect on patient decisions in the Maternity Room at the Hospital. Rajawali Citra (Y), with evidence of the results of the F test calculation, namely the value of  $\text{sig} < \alpha (0.000 < 0.05)$ . The results of data processing also show that 56.4% of patient decisions are influenced by variations of the seven independent variables, while 44.6% are influenced by unknown variables. Meanwhile, simultaneously, Product (product), Price (price), Place (place), Promotion (promotion), People (people), Physical Evidence (physical evidence) and Process (process) have a significant effect on patient decisions in the Maternity Room at the Hospital. Rajawali Citra (Y), with evidence of the results of the F test calculation, namely the value of  $\text{sig} < \alpha (0.000 < 0.05)$ . The results of data processing also show that 56.4% of patient decisions are influenced by variations of the seven independent variables, while 44.6% are influenced by unknown variables. Meanwhile, simultaneously, Product (product), Price (price), Place (place), Promotion (promotion), People (people), Physical Evidence (physical evidence) and Process (process) have a significant effect on patient decisions in the Maternity Room at the Hospital. Rajawali Citra (Y), with evidence of the results of the F test calculation, namely the value of  $\text{sig} < \alpha (0.000 < 0.05)$ . The results of data processing also show that 56.4% of patient decisions are influenced by variations of the seven independent variables, while 44.6% are influenced by unknown variables. 000 < 0.05). The results of data processing also show that 56.4% of patient decisions are influenced by variations of the seven independent variables, while 44.6% are influenced by unknown variables. 000 < 0.05). The results of data processing also show that 56.4% of patient decisions are influenced by variations of the seven independent variables, while 44.6% are influenced by unknown variables.

**Index Terms**— Product, Price, Place, Promotion, People, Physical Evidence, Process, Decision.

## I. PRELIMINARY

Excellent health is the desire of all humans, not only by individuals, but also by families and communities because it can support the smooth running of life activities. Therefore, health is a basic need for the community so that people make maximum efforts to support their health. The importance of health to support life activities, especially in order to be able to carry out worship to Allah SWT gets special attention in Islam.

Islam provides clear, complete and integrated instructions about the concept of the importance of maintaining health. Maintaining health according to Islam is contained in the call to maintain taaharah which means maintaining the purity and

Mukti Murtini, Postgraduate Students, Faculty of Business and Economics, Masters Program in Economics  
Dr. Salamatum Assakdiyah M.Si, Supervisors, Masters Program in Economics, Ahmad Dahlan University  
Dr. Zunan Setiawan M.M, Supervisors, Masters Program in Economics, Ahmad Dahlan University

cleanliness of all aspects ranging from the whole body, food, clothing, shelter and environment as stated in the Qur'an and the hadith which reads "O people Believers, when you want to pray, then wash your face and your hands up to the elbows and wipe your head and (wash) your feet up to the ankles, and if you are junub then take a bath, and if you are sick or on a journey or return from the toilet (latrine) or touch a woman, and then you do not get water, so take public with good (clean) soil, wipe your face and your hands with it. Allah does not want to make things difficult for you, but He wants to cleanse you and complete His favor for you, so that you will be grateful." (Surat al-Maidah: 6).

The issue of the importance of health is also contained in several hadiths, including; from Abu Malik, Al Harith bin Al Ash'ariradhiyallahu 'anhu, he said; "The Messenger of Allah (PBUH) said, "Holiness is part of faith." (HR Muslim).

In addition to keeping the body in good health, Islam also recommends efforts to cure disease by taking medication. Medical treatment when sick is recommended by the Shari'a, based on the history of Abu Darda 'Radhiyallahu Anhu, he said; "The Messenger of Allah (SAW) said, "Indeed, Allah has sent down a disease and its cure, and He has determined a cure for every disease, so do not treat it with things that are unlawful." (HR Abu Dawud No. 3372).

The hospital is one of the health care institutions that play an important role in improving health status through its services, both in the form of prevention, cure of disease and health recovery. According to the Decree of the Minister of Health of the Republic of Indonesia, a hospital is a health service institution that provides complete individual health services by providing inpatient, outpatient and emergency services (Permenkes No. 340/MENKES/Per/III/2010).

In the past, the management of hospitals was mostly handled by the government for several reasons, including the population was not large, doctors were still scarce and a large investment was required for the establishment of a hospital. Along with the times, the population is increasing so that the government is no longer able to handle public health services effectively. Therefore, the government makes it easier for the private sector to establish and manage hospitals.

According to Taurany (2008), in the face of globalization, the best solution is to prepare high competitiveness through leadership that triggers professional management change, improvement of quality management, change management, development of human resources, facilities and technology, improvement of organizational culture, increased satisfaction consumers, effective marketing and improvement of mechanisms and activities to anticipate, monitor and analyze environmental changes that have an impact in the form of threats or opportunities.

The marketing concept that is widely known and has been widely developed is the marketing mix. The marketing mix is a marketing tool that includes products, prices, promotions, and distributions that are combined to produce the response the market wants (Kotler and Armstrong, 2012).

In the marketing mix there are marketing instruments known as the 4 P mix, product (product), price (price), place (place or distribution channel), and promotion (promotion), while in service marketing there are 3 additional marketing

instruments, namely people ( people), physical evidence (physical evidence) and process (process). The components of the marketing mix play a very important role in determining strategies to influence consumers to want to use the company's services (Supranoto, 2011).

Hospitals must properly formulate a marketing mix, and not ignore the opinions or input from patients as consumers who use their services. From the patient's point of view, the marketing mix is a way out for patient problems, including knowing exactly the costs that must be incurred, obtaining pleasant, comfortable services and good communication from the hospital to patients. This is an indicator of the patient in making decisions. Decisions are reactions to several alternative solutions that are carried out consciously by analyzing the possibilities of these alternatives and their consequences (Schifman and Kanuk, 2007).

The patient's decision in choosing a hospital as a place to solve his health problems affects the achievement of the hospital's ultimate goal, namely profit gain through the use of services. This demands the need for hospitals to know what factors can influence patients in making decisions to use services with the marketing mix (Kafa, 2013).

There are several factors that influence consumer decisions, namely internal factors (age, occupation, lifestyle, economic condition, psychological, religion) and external factors (family, reference group, role and status, social class, culture).

Rajawali Citra Hospital is a type D general hospital, located in Jambidan village, Banguntapan, Bantul, Yogyakarta with fairly complete facilities and adequate services. As a hospital that serves the community in the health sector in this era of globalization, Rajawali Citra Hospital does various things to introduce the hospital to the public, inform the facilities and service capabilities it has, shape and foster the image of the hospital through public trust and appreciation for the ability of the hospital. and utilize resources optimally, in order to have competitiveness and be able to provide the best service for the community. The hospital, which was established in 2008, provides a variety of health services to the community, including:

Obstetrics and Gynecology is one part of the hospital that handles the process of pregnant women to postpartum with three sub-sections, namely KIA (Mother and Child Clinic) which handles pregnant women, Maternity Room which handles women giving birth and postnatal inpatient care. This Obsgyn section serves patients in the Banguntapan and surrounding areas who entrust their pregnancy to post-delivery process.

Sub-section of the Maternity Room as one of the superior services at Rajawali Citra Hospital, since it started operating in 1997 (at that time Rajawali Citra Hospital was still a Clinic) until now it has never been empty of enthusiasts. The high interest of pregnant women to give birth at Rajawali Citra Hospital cannot be separated from the continuous marketing efforts carried out by the hospital.

In 2019, every month between 50 and 90 maternity room patients gave birth at this hospital.

## II. THEORETICAL BASIS

### 1. Marketing Mix

Marketing mix or marketing mix is a set of marketing tools that companies use to achieve goals in the target market (Kotler, 2009). Meanwhile, Hurriyati (2008) states that the marketing mix is marketing elements that are interrelated, mixed, organized, and used appropriately, so that effective marketing objectives can be achieved, while satisfying the needs and desires of consumers.

The marketing mix is part of the marketing strategy that has been chosen and determined by the company that combines marketing components from the creation of trade objects to their delivery to buyers with professional, sincere and ethical services to obtain a positive response from the target market. One element of the marketing strategy is the marketing mix, which consists of: Products (products), which include quality, variants, packaging, brands, labels and other things related to the product; Price (price) which includes price levels, discounts, methods and terms of payment; Place (place) which includes transportation, location, intermediary; Promotion (promotion) which includes personal selling, sales promotion, publication and advertising; Person (*people*) which includes professionalism, sincerity and ethics; Physical evidence which includes interior design, exterior design and facilities and process (process) which includes service processes and work accuracy (Suwanto, 2015).

### 2. Decision

Decision making can be considered as a result or output of mental or cognitive processes that lead to the selection of a course of action among several available alternatives. Each decision-making process will result in one final choice. Decisions are made to achieve certain goals through an implementation or action (Wikipedia, 2016).

#### a. Decision Making Process

In general, before deciding to use a product, consumers will carry out a decision-making process first. This process is the stage in choosing a particular product which according to him is the best, so that purchasing decisions can be interpreted as the strength of the consumer's will to make a purchase of a product if consumers are interested in buying the product (Susanto, 2000).

#### b. Rajawali Citra Hospital

According to Law no. 44 of 2009 concerning Hospitals, Hospitals are service institutions that provide complete individual health services that provide inpatient, outpatient, and emergency services (National Legal Development Agency, 2012). The operation of the hospital has been determined and regulated by the State Legislation of the Republic of Indonesia. The hospital as a health service facility is a socio-economic unit, it must prioritize humanitarian tasks and prioritize its social functions (Sunggu, 2014).

Rajawali Citra Hospital is a general hospital (a hospital that provides health services in all fields and types of disease), type D (related to limited services, human resources, equipment, buildings and infrastructure, according to the Minister of Health of the Republic of Indonesia 56 of 2014) located in Jambi and , Banguntapan sub-district, Bantul, Yogyakarta.

The owner of this RSU RC is a legal entity called the Rajawali Citra Foundation. This foundation was established by Notarial Deed. 16 of 1996 with the Deed of Amendment No. 11, September 13, 2007.

Rajawali Citra Hospital was established on February 20, 2008 with license 503/400/2008, located on Jl. Plered KM 2.5, Banjardadap, Potorono, Banguntapan, Bantul. This hospital is a development of the Clinic and Maternity Hospital which has been operating since September 9, 1997. On February 20, 2008 the license to operate Rajawali Citra Hospital was officially obtained, and this was the beginning of the struggle of the Rajawali Citra Foundation as a Governing Body which has greater responsibilities than previously in participating in improving the health status of the people of Bantul Regency in particular and the Indonesian nation in general. The hospital's Governing Body is an organized unit that is responsible for setting hospital policies and objectives, maintaining quality patient care, providing institutional planning and management. (Jacobalis, 2002)

### A. Previous Research

In conducting research, researchers will study and review the research conducted by previous researchers as a comparison and strengthen the research conducted. The following is a summary of the results of previous studies that are used as references by researchers:

#### 1. Results of the Rotsana Study (2016)

The study entitled "The Effect of Marketing Mix on Patient Decisions for Treatment at RoemaniMuhammadiyah Hospital Semarang." In this study, researchers used multiple linear regression data analysis methods, descriptive analysis of research variables, classical assumption test and hypothesis testing, with data management using SPSS 19.00 for windows. From the results of data management, multiple linear regression obtained  $Y = 13.610 + 0.225X_1 + 0.233X_3 - 0.326X_4 + 0.273X_5$ . The magnitude of the influence of the marketing mix on patients is 52.5%. From the simultaneous calculation obtained F count of 19,046 with a probability level of 0.000 less than 0.05. This means that simultaneously there is a positive and significant influence between the product mix, price, place, promotion,

#### 2. Khanifa Study Results (2011)

In the research entitled "The Effect of Marketing Mix on the Decision to Buy Prepaid Cards for Indosat Products by IAIN Walisongo Students Semarang" the results of the marketing mix variables consisting of product, price, location, and promotion significantly influence the decision to buy Indosat card prepaid products. The proof by using simple linear regression analysis shows that the correlation coefficient of determination denoted by  $R^2$  is 0.432. This shows that the marketing mix affects the buying decision by 43.2% while the remaining 56.8% is influenced by other factors. The regression equation obtained is  $Y = 3.579 + 0.699X$ . The hypothesis significance test shows that the t-count value is greater than the t-table ( $8.632 > 1$ ),

## III. RESEARCH METHODS

### A. Data Types and Sources

#### 1. Types of research

This research is a field study research, namely research by

observing the object of research directly to obtain relevant data. This research includes quantitative research where the researcher determines only a few variables from the object under study and then makes an instrument to measure it (Sugiyono, 2008). This study aims to obtain empirical evidence, examine and explain the influence of the marketing mix on the decisions of maternity ward patients at Rajawali Citra Hospital.

This study is intended to determine the effect of the marketing mix with product, price, place, promotion, people, physical evidence and process variables on patient decisions. Maternity, so that the object of this research are patients and employees of Rajawali Citra Hospital as distributors and recipients of the marketing mix process. Meanwhile, the research subject is the decision of the maternity ward patient at the Rajawali Citra Hospital.

## 2. Data source

This study uses the following data sources:

### a. Primary data

Primary data is a source of data obtained by researchers from original sources (Muhammad, 2013). This study uses original sources from patients and employees of Rajawali Citra Hospital as research objects. In this study, primary data was obtained from the results of filling out questionnaires by patients in the Maternity Room of Rajawali Citra Hospital and also from interviews with the Head of Nursing, Head of Finance and Head of HR, Education and Training, Public Relations and General Affairs.

### b. Secondary Data

Secondary data is data taken from indirect sources, which are complementary to primary data. The source of this data is usually obtained from books or literature (Sugiyono, 2010). Secondary data in this study were obtained from books, theses, journals, and data from the internet related to the marketing mix, consumer behavior, especially consumer and hospital decisions.

## B. Data collection technique

To obtain field data, researchers used the following data collection techniques:

### 1. Questionnaire or Questionnaire

Questionnaire is a data collection technique by giving a set of written statements or questions to respondents to answer. This technique is suitable if the number of respondents is large enough or spread over a wide area (Sugiyono, 2008). Research questionnaires were given to respondents, namely patients in the Maternity Room, Rajawali Citra Hospital.

## C. Data analysis technique

### 1. Multiple Linear Regression Analysis

Multiple regression analysis is a development of simple regression analysis. Usefulness is to predict the value of the dependent variable (Y) if the independent variable (X) is two or more. Multiple regression analysis is a tool to predict the value of the influence of two or more independent variables on one dependent variable (to prove whether there is a functional relationship or causal relationship between two or more independent variables  $X_1, X_2, \dots, X_n$  on one dependent variable Y (Muhidin), et al, 2007).

## 2. Partial Significance Test (t Test)

The t-test was used to determine the effect of each independent variable partially on the dependent variable. The formula used to test each independent variable (X) against the dependent variable (Y) using the t-count formula (t-test). This test is conducted to see whether or not the influence of the independent variables partially on the dependent variable is strong.

## 3. Simultaneous Significance Test (F Test)

The F test is intended to test whether there is an effect of the independent variables simultaneously on the dependent variable and to determine whether the multiple linear regression model used is appropriate or not. The determination procedure is as follows:

- Ho is accepted if  $F_{count} < F_{table}$  with  $\alpha = 5\%$  and the significance of F count is greater than 0.05
- Ha is accepted if  $F_{count} > F_{table}$  with  $\alpha = 5\%$  and the significance of F count is less than 0.05

## 4. Coefficient of Determination Test ( $R^2$ )

According to Ghazali (2012), the coefficient of determination ( $R^2$ ) is a tool to measure how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between zero (0) or one (1). A small  $R^2$  value means that the ability of the independent variables (X) in explaining the variation of the dependent variable (Y) is very limited. And conversely, if the value is close to 1, it means that the independent variables (X) provide almost all the information needed to predict the dependent variable (Y).

## IV. RESEARCH RESULTS AND DISCUSSION

### A. Validity and Reliability Test Results

In this study, to find out the results of the questionnaire test distributed to the respondents, the instrument was tested with validity and reliability tests. The questionnaire contains 4 (four) statements regarding products, 4 (four) statements regarding prices, 3 (three) statements regarding places, 3 (three) statements regarding promotions, 3 (three) statements regarding people, 3 (three) statements regarding evidence physical, 3 (three) statements regarding the process, and 7 (seven) statements regarding decisions. Then, the answers to the entire questionnaire were processed using the SPSS Statistics 20 for Windows program.

#### 1. Validity Test Results (CFA)

The validity test was conducted to determine whether the questionnaire was valid or not. The questionnaire is declared valid if the question or statement is able to reveal something to be measured, by looking at the component matrix value greater than 0.5.

The results of validity testing using the SPSS 20 program in this study are as follows:

**Table 4.1**  
**Product, Price, Place, Promotion, People, Physical Evidence, Process and Decision Variable Validity Table**

Code	Component Factor								Status
Question	X1	X2	X3	X4	X5	X6	X7	Y	
X1.P1	0.677								VALID
X1.P2	0.813								VALID
X1.P3	0.851								VALID
X1.P4	0.867								VALID
X2.P1		0.800							VALID
X2.P2		0.845							VALID
X2.P3		0.806							VALID
X2.P4		0.605							VALID
X3.P1			0.658						VALID
X3..P3			0.933						VALID
X3..P4			0.914						VALID
X3.P5			0.874						VALID
X4.P1				0.865					VALID
X4.P2				0.827					VALID
X4.P3				0.711					VALID
X5.P1					0.928				VALID
X5.P2					0.963				VALID
X5.P3					0.952				VALID
X6.P1						0.921			VALID
X6.P2						0.889			VALID
X6.P3						0.836			VALID
X7.P1							0.956		VALID
X7.P2							0.966		VALID

X7.P3							0.925		VALID
Y.P1								0.822	VALID
Y.P2								0.580	VALID
Y.P3								0.784	VALID
Y.P4								0.676	VALID

Source: Primary Data 2019

**a. Product Variable Validity Test**

In the product variable there are four statements listed in the questionnaire, namely X1.P1, X1.P2, X1.P3 and X1.P4. After being tested for validity using the CFA method, it shows that all product variable statements are valid, according to the significance of factor loading > 0.5 and forms 1 component in the component matrix table.

**b. Price Variable Validity Test**

In the price variable, there are four statements listed in the questionnaire, namely X2.P1, X2.P2, X2.P3 and X2.P4. After the validity was tested with the CFA method, it showed that all product variable statements were declared valid, according to the significance of factor loading > 0.5 and formed 1 component in the component matrix table.

**c. Place Variable Validity Test**

In the place variable, there are five statements listed in the questionnaire, namely X3.P1, X3.P2, X3.P3, X3.P4 and X3.P5. After the validity was tested using the CFA method, the interest variable showed 2 component matrix, which means that the place variable has not been declared valid. Therefore, the process must be repeated by issuing indicators that are considered invalid, namely those that have the smallest MSA (Measure of Sampling Adequacy) by paying attention to the Anti-images Matrices table in the SPSS output in the Anti-image Correlation section. The X3.P2 indicator with the smallest MSA, which is 0.697, was excluded from the analysis because it was invalid.

After the X3.P2 indicator is issued, the component matrix in the output results has formed 1 component, so that X3.P1, X3.P3, X3.P4 and X3.P5 are declared valid.

**d. Promotional Variable Validity Test**

In the promotion variable there are three statements listed in the questionnaire, namely X4.P1, X4.P2, and X4.P3. After the validity was tested with the CFA method, it showed that all product variable statements were declared valid, according to the significance of factor loading > 0.5 and formed 1 component in the component matrix table.

**e. Person Variable Validity Test**

In the person variable, there are three statements listed in the questionnaire, namely X5.P1, X5.P2, and X5.P3. After the validity was tested with the CFA method, it showed that all product variable statements were

declared valid, according to the significance of factor loading > 0.5 and formed 1 component in the component matrix table.

**f. Physical Evidence Variable Validity Test**

In the physical evidence variable, there are three statements listed in the questionnaire, namely X6.P1, X6.P2, and X6.P3. After the validity was tested with the CFA method, it showed that all product variable statements were declared valid, according to the significance of factor loading > 0.5 and formed 1 component in the component matrix table.

**g. Process Variable Validity Test**

In the process variable there are three statements listed in the questionnaire, namely X7.P1, X7.P2, and X7.P3. After the validity was tested with the CFA method, it showed that all product variable statements were declared valid, according to the significance of factor loading > 0.5 and formed 1 component in the component matrix table.

**h. Decision Variable Validity Test**

In the decision variable there are seven statements listed in the questionnaire, namely Y.P1, Y.P2, Y.P3, Y.P4, Y.P5, Y.P6 and Y.P7. After the validity was tested using the CFA method, the decision variable showed 2 component matrix, which means that the decision variable has not been declared valid. Therefore, the testing process must be repeated by issuing indicators that are considered invalid, namely those that have the smallest MSA (Measure of Sampling Adequacy) by paying attention to the Anti-images Matrices table in the SPSS output in the Anti-images Correlation section.

It can be seen that the Y.P6 indicator has the smallest MSA of 0.556 so it must be removed. After the Y.P6 indicator is issued, the decision variable has not shown a single component matrix, so it has not been declared valid. The test is carried out again by issuing the indicator with the smallest MSA 0.583, namely Y.P5. after the Y.P5 indicator is issued, the decision variable still shows 2 component matrix, so the indicator that has the smallest MSA of 0.614, namely Y.P7 must be removed. After the Y.P7 indicator is issued, the component matrix table shows 1 component, so that the decision variable is declared valid.

**1. Reliability Test Results**

After the validity test, the researcher conducted reliability testing on all variables. Measurement of instrument reliability in this study, using a method by comparing the Cronbach

alpha on the output of SPSS 20 for Windows with the Rule of Thumb from the general agreement that the alpha coefficient is  $> 0.6$ .

**B. Data analysis**

**1. Multiple Linear Regression Analysis**

In this study to analyze the data using multiple linear regression analysis. This analysis is a general statistical

method to examine the relationship between the dependent variable and the independent variable either individually (partial) or jointly (simultaneously).

**Table 4.12 Results of Data Processing Multiple Linear Regression Analysis**

Model	b	t Statistics	Sig.
(Constant)	.983	2,918	.005
Product	.075	.807	.422
Price	.115	1,286	.203
The place	-.044	-.368	.714
Promotion	.188	1,799	.077
Person	.067	.741	.461
Physical Evidence	.106	1.125	.265
Process	.159	2,596	.012

Source: Primary Data 2019

From the above data processing, the multiple linear equation is as follows:

$$Y = 0.983 + 0.075X_1 + 0.115X_2 - 0.044X_3 + 0.188X_4 + 0.067X_5 + 0.106X_6 + 0.159X_7$$

From the equation of the multiple linear line above, it can be interpreted that:

Y = Variable whose value will be predicted by the independent variable. In this study, the dependent variable is the decision, whose value is predicted by the product, price, place, promotion, people, physical evidence and process variables.

a = 0.983 is a constant value. This value indicates the value of the patient's decision variable if the independent variable equals zero.

b1 = 0.075 is the product variable coefficient (X1) that affects the patient's decision (Y). The regression coefficient (b1) is 0.075 with a positive sign. Based on these results, it can be concluded that if the product (X1) changes or increases by one unit, the patient's decision will increase by 0.075 assuming the other independent variables have the same value as zero.

b2 = 0.115 is the coefficient of the price variable (X2) that affects the patient's decision (Y). The regression coefficient (b2) is 0.115 with a positive sign. Based on these results, it can be concluded that if the price (X2) changes or increases by one unit, the patient's decision will increase by 0.115 assuming other independent variables have the same value as zero.

b3 = -0.044 is the coefficient of the place variable (X3) that affects the patient's decision (Y). The regression coefficient (b3) is 0.044 with a negative sign. Based on these results, it can be concluded that if the place (X3) changes or increases by one unit, the patient's decision will decrease by 0.044 assuming other independent variables have the same value as zero.

b4 = 0.188 is the coefficient of the promotion variable (X2) that affects the patient's decision (Y). The regression coefficient (b2) is 0.188 with a positive sign. Based on these results, it can be concluded that if the promotion (X2) changes or increases by one unit, the patient's decision will increase by 0.188 assuming other independent variables have the same value as zero.

b5 = 0.067 is the coefficient of the person variable (X2) that affects the patient's decision (Y). The regression coefficient (b2) is 0.067 with a positive sign. Based on these results, it can be concluded that if people (X2) change or increase by one unit, the patient's decision will increase by 0.067 with the assumption that other independent variables have the same value as zero.

b6 = 0.106 is the coefficient of the physical evidence variable (X2) that affects the patient's decision (Y). The regression coefficient (b2) is 0.106 with a positive sign. Based on these results, it can be concluded that if the physical evidence (X2) changes or increases by one unit, the patient's decision will increase by 0.106 assuming other independent variables have the same value as zero.

b7 = 0.159 is the coefficient of the process variable (X2) that affects the patient's decision (Y). The regression coefficient (b2) is 0.159 with a positive sign. Based on these results, it can be concluded that if the process (X2) changes or increases by one unit, the patient's decision will increase by 0.159 with the assumption that other independent variables have the same value as zero.

**2. Partial Hypothesis Testing (t Test)**

The t-test was used to determine the significance of the influence of the independent variable individually on the dependent variable to state whether or not to accept the hypothesis. In this thesis the researcher uses an alpha value of 0.05

**Table 4.13 t test results**

Model	Sig.	Information
Product	.422	No significant effect
Price	.203	No significant effect

The place	.714	No significant effect
Promotion	.077	No significant effect
Person	.461	No significant effect
Physical Evidence	.265	No significant effect
Process	.012	Significantly influential

Source: Primary Data 2019

Based on the results of data processing, it can be concluded that:

**a. Product Variable (X1)**

H01: There is no significant effect between products on the decisions of delivery room patients at Rajawali Citra Hospital.

Ha1: The product has a significant effect on the patient's decision in the delivery room at Rajawali Citra Hospital.

For the product variable (X1), from the results of data processing using SPSS 20, the value of sig > alpha (0.422 > 0.05), so that the product (X1) has no significant effect on the patient's decision (Y), it can be concluded that H0 is accepted and Ha is rejected, which means that there is no positive effect between the product and the patient's decision.

**b. Price Variable (X2)**

H02: There is no significant effect of price on the decisions of maternity ward patients at Rajawali Citra Hospital.

Ha2: There is a significant effect between the price on the decision of the delivery room patient at the Rajawali Citra Hospital.

For the price variable (X2), from the results of data processing using SPSS 20, the value of sig > alpha (0.203 > 0.05), so that the price (X2) has no significant effect on the patient's decision (Y), it can be concluded that H0 is accepted and Ha is rejected, which means that there is no positive effect between price and patient decisions.

**c. Place Variable (X3)**

H03: There is no significant influence between place on the decision of the delivery room patient at Rajawali Citra Hospital.

Ha3: Significant influence between places on the patient's decision in the delivery room at Rajawali Citra Hospital.

For the place variable (X3), from the results of data processing using SPSS 20, the value of sig > alpha (0.714 > 0.05), so that the place (X3) has no significant effect on the patient's decision (Y), it can be concluded that H0 is accepted and Ha is rejected, which means that there is no positive influence between the place and the patient's decision.

**d. Promotion Variable (X4)**

H04: There is no significant effect of promotion on the decisions of delivery room patients at Rajawali Citra Hospital.

Ha4: There is a significant effect between promotions on the decisions of delivery room patients at Rajawali Citra Hospital.

For the promotion variable (X4), from the results of data processing using SPSS 20, the value of sig > alpha (0.77 >

0.05), so that promotion (X4) has no significant effect on patient decisions (Y), it can be concluded that H0 is accepted and Ha is rejected, which means that there is no positive effect between promotion and patient decision.

**3. Simultaneous Hypothesis Testing (F Test)**

This study uses the F test to calculate the significance of the effect of the independent variables simultaneously (simultaneously) on the dependent variables.

H0 = there is no significant effect between all variables x on the decision of the delivery room patient at Rajawali Citra Hospital.

Ha = there is a significant influence between all variables on the decision of the RSRC delivery room patient.

**4. Coefficient of Determination Test (R<sup>2</sup>)**

The coefficient of determination test is used to find out how closely the influence between the independent variables is on the dependent variable. In this study, the variables of product, price, place, promotion, people, physical evidence and the process of patient decisions. The best level of accuracy in the regression analysis is indicated by the magnitude of the coefficient of determination R<sup>2</sup> between 0 (zero) and 1 (one). If the coefficient of determination R<sup>2</sup> is 0, then the independent variable has absolutely no effect on the dependent variable.

**The Result of Calculation of the Coefficient of Determination**

Model	R square
1	0.564

Source: Primary Data 2019

From the results of data processing using SPSS 20, the coefficient of determination R square is 0.564. This means that 56.4% of patient decisions are influenced by variations of the seven independent variables, namely product, price, place, promotion, people, physical evidence and process. While the remaining 44.6% is influenced by unknown variables

V. CLOSING

**A. Conclusion**

Based on the analysis of research results and discussions that have been carried out in the previous chapter, the following conclusions can be drawn:

1. The product variable has no significant effect on patient decisions with a significance value of 0.422. This shows that the product does not affect the decisions of the maternity ward patients at Rajawali Citra Hospital.
2. The price variable has no significant effect on patient



decisions with a significance value of 0.203. This shows that the price does not affect the decision of the maternity ward patient at Rajawali Citra Hospital.

3. The place variable has no significant effect on the patient's decision with a significance value of 0.714. This indicates that the place does not affect the decision of the Maternity Room patient at Rajawali Citra Hospital.
4. The promotion variable has no significant effect on the patient's decision with a significance value of 0.077. This shows that promotion does not affect the decision of the maternity ward patient at Rajawali Citra Hospital.
5. The person variable has no significant effect on the patient's decision with a significance value of 0.461. This shows that people do not influence the decisions of maternity ward patients at Rajawali Citra Hospital.
6. The physical evidence variable has no significant effect on patient decisions with a significance value of 0.265. This shows that the physical evidence does not influence the decisions of the maternity ward patients at Rajawali Citra Hospital.
7. The process variable has a significant effect on patient decisions with a significance value of 0.012. This indicates that the process affects the decisions of the maternity ward patients at Rajawali Citra Hospital.
8. From the results of data processing using the F test, the seven independent variables significantly affect the dependent variable. From this it can be concluded that product, price, place, promotion, people, physical evidence, and process variables have a significant effect on the decisions of maternity ward patients at Rajawali Citra Hospital.

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