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The Influence of Marketing Communications and Quality of Service on Patient Satisfaction Participating in the National Health Insurance Registered at the Pratana Hegar Clinic, Bandung Regency."

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Abstrack: The purpose of this study was to determine and analyze: (1) Marketing Communication; (2) Service Quality; (3) Patient Satisfaction; and (4) The Effect of Marketing Communication and Service Quality on Patient Satisfaction of National Health Insurance participants registered at the Pratama Hegar Clinic, both simultaneously and partially. The research method used in this research is descriptive survey and explanatory survey, the unit of analysis in this study is the patients of National Health Insurance participants registered at Pratama Hegar Clinic, Bandung Regency with a sample of 100 people. The type of investigation is causality, and the time horizon in this study is cross-sectional. Based on the results of the study, it was found that Marketing Communication at Klinik Pratama Hegar Bandung Regency turned out that most of the registered National Health Insurance participant patients gave a fairly good response; Service Quality at Klinik Pratama Hegar Bandung Regency can generally be said to be good, Patient Satisfaction is also currently considered good. Marketing Communication and Service Quality simultaneously affect the Satisfaction of National Health Insurance Participants registered at Pratama Hegar Clinic, Bandung Regency. However, partially the Service Quality value = 0.551 is more dominant in influencing patient satisfaction than Marketing Communication value = 0.340 seen from the results of data processing. Because Service Quality is more dominant in influencing Patient Satisfaction, it is the first priority in increasing Patient Satisfaction. then the Pratana Hegar Clinic, Bandung Regency is expected to improve Marketing Communication at the Pratana Hegar Clinic, Bandung Regency by including marketing training and education, so that they are able to work more competitively for the development of clinic marketing.

Keywords: Marketing Communication, Service Quality and Patient Satisfaction.

INTRODUCTION

The implementation of health services is carried out in health facilities, one of which is a clinic, which is a health service facility that organizes individual health services, providing basic and/or specialized medical services. (Permenkes no 29 of 2014). Clinics are first-level

health facilities that provide basic services. Based on the type of service, clinics are divided into Primary Clinics and Main Clinics. Clinic is a clinic that organizes basic medical services. The clinic organizes health services that are promotive, preventive, curative and rehabilitative.

Clinics are required to register as organizers of the National Health Insurance (JKN) organized by the Social Security Organizing Agency (BPJS) as the first (basic) service facility. Based on Presidential Regulation No. 82/2018, the National Health Insurance provides health protection so that Participants obtain health care benefits and protection in meeting basic health needs provided to everyone who has paid Health Insurance Contributions or whose Health Insurance Contributions are paid by the Central Government or Regional Government.

Social security is a form of social protection to ensure that all people can fulfill their basic needs. The National Social Security System (SJSN) is the procedure for implementing the Social Security program by the Social Security Administration Agency (BPJS) Health and BPJS Employment. BPJS is one of the social institutions formed to organize programs such as social security in Indonesia. According to Law No. 24 of 2011, BPJS will replace a number of existing social security institutions, such as the health insurance institution PT Askes Indonesia will be replaced by BPJS Health. BPJS is a non-profit state-owned public legal entity that is responsible to the President. There are two BPJS, namely BPJS Health and BPJS Employment. JKN developed in Indonesia is part of SJSN which is organized using a compulsory health insurance mechanism based on Law No. 40 of 2004 concerning SJSN with the aim of meeting the basic health needs of the community that should be given to everyone who has paid contributions or whose contributions are paid by the government (Ministry of Health 2016).

Based on Presidential Regulation no 46 of 2021, the National Health Insurance, hereinafter abbreviated as JKN, is a guarantee in the form of protection health so that participants obtain health care benefits and protection in meeting basic health needs provided to everyone who has paid contributions or whose contributions are paid by the Government. It is expected that with JKN, all Indonesians can fulfill their basic health needs. Key populations who are vulnerable to health problems can access existing services so as to improve their health quality both individually and as a group.

Hegar Clinic is a private clinic that has been registered as a Health Facility organizing the National Health Insurance since 2021. The number of participants registered at Hegar Clinic as patients receiving health services is expressed in an amount called capitation. Based on the data obtained by the author in preliminary observation activities, the following data were obtained:

Table 1 . Number of participants (capitation), visits and percentage increase in capitation

No.	Month	Year 2021		Year 2022		% increase in patients
		Number of Participants	Number of Visits	Number of Participants	Number of Visits	
1	April	4	-			
2	May	56	12			
3	June	83	16			33%
4	July	128	31			94%
5	August	212	28			-10%
6	September	246	59			111%
7	October	380	44			-25%
8	November	380	91			107%
9	December	444	77			-15%
10	January			486	106	95%
11	February			526	127	-15%
12	March			641	150	-17%

13	April	764	113	7%
14	May	843	153	42%
15	June	960	161	-5%
16	July	1,145	221	44%
17	August	1,351	355	-40%

Source: Hegar Clinic Medical Record Data

From the table above, it can be seen that the number of visits tends to fluctuate in 2021-2022. The amount of capitation is influenced by the desire of JKN participant patients to choose Hegar Clinic as the first / basic health service facility. JKN patient visits are still less than 20% of the total capitation. The possibility is that the marketing strategy, especially the marketing mix activities, namely promotion, has not been carried out optimally.

Quality for service providers is something that must be done well. The superiority of a service product depends on the quality of service shown by the service, whether it is in accordance with the expectations and desires of customers / patients. At Hegar Clinic, data obtained from questionnaires and google review data states that patients still complain about the lack of quality of service for JKN participant patients at the Clinic. Hegar. For example, waiting in a queue that feels long. Patient satisfaction is a level of patient feelings that arise as a result of the performance of health services obtained after the patient compares with what is felt. Patients will feel satisfied if the health service performance obtained is the same or exceeds expectations. From the data that the authors get based on interviews in the field, many patients still feel dissatisfied with the health services for JKN participant patients at the Hegar Clinic. For example because the doctor was late in arriving, the lack of friendliness of doctors and employees.

METHODS

The nature of this research is *descriptive* and verification, so the research methods used are *descriptive* survey method and *explanatory survey* method. The type of investigation in this research is *causality*. This research is included in the *cross-sectional* category, namely information from the population is collected directly from the location empirically, with the aim of knowing the opinion of a part of the population on the object being studied. the type of data used primary data and secondary data. The population in this study were patients of National Health Insurance participants who sought treatment at the Hegar Clinic. The sample used in this study were 100 patients of National Health Insurance participants who sought treatment at the Hegar Clinic in the October 2022 period.

Testing the validity of the instrument was carried out using the *Corelation Product Moment* formula (Sugiyono, 2004: 182) and by using SPSS 17 *software*.

This study uses the calculation of *Cronbach's Alpha* reliability. Because *Cronbach's alpha* is the most common / widely used reliability coefficient for items that describe the variation of attitude scale items (Anastasia and Urbina, 1998: 73). The reliability coefficient is calculated using the Alpha Cronbach formula and by using SPSS 17 *software*.

The analysis design used is quantitative with the result of obtaining the path coefficient and determination which states the magnitude of the influence of the independent variable on the independent variable. Quantitative analysis is emphasized to reveal the behavior of research variables, while descriptive/qualitative analysis is used to explore the behavior of causal factors. By using a combination of these analytical methods, comprehensive generalizations can be obtained.

RESULTS AND DISCUSSION

The author has conducted research during October 2022 for 1 month to patients as

respondents as many as 100 patients as samples, who gave their assessment opinions from the highest and lowest scores of the variable indicators of Marketing Communication and Service Quality by conducting questioners and processed using SPSS version 25, with the following criteria;

Score 1 with criteria Strongly disagree Score 2 with criteria Disagree

Score 3 with Moderately Agree criteria Score 3 with Agree criteria

Score 5 with criteria Strongly agree

To find out more about the results of the study, the results of SPSS version 25 can be seen in the following table:

Correlation Relationship

Table 2. X1-X2 Correlation Correlations

		X1	X2
X1	Pearson Correlation	1	.862**
	Sig. (2-tailed)		,000
	N	100	100
X2	Pearson Correlation	.862**	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2- tailed).

With $\beta = 0.05$; $\alpha = 5\%$ and $\rho = 0.862$, the minimum sample size (n) = 100 is obtained. Based on this minimum sample size (n), this study determined a sample size (n) of 100 patients. This sample size (n) represents the population so that the research conclusions apply or can be generalized to the population. The sampling technique used is *simple random sampling*, because existing population units have the same opportunity to be selected as samples.

The sample is all patients with National Health Insurance (JKN) at the Pratama Hegar Clinic, Bandung Regency in a month of research in October 2022, which amounted to 100 respondents or patients as a sample in this case after the researcher conducted randomly from 416 patients with National Health Insurance (JKN) who sought treatment at the Pratama Hegar Clinic, Bandung Regency, then from the results of the data processing above there is a correlation relationship of 0.05 or 5%, namely the results with $p = 0.862$ or 86.2%, meaning that it is still less than the value of 1 or 100%.

Validity Test

To test the validity of respondents participating in the National Health Insurance (JKN) at the Pratana Hegar Clinic, Bandung Regency, the authors obtained the validity test results from SPSS version 25, which are as follows:

Table 3. Validity Test X1 Reliability Statistics

Cronbach's Alpha	N of Items
,857	28

Table 4. X2 Reliability Statistics Validity Test

Cronbach's Alpha	N of Items
.722	17

Table 5. Y Reliability Statistics Validity Test

Cronbach's Alpha	N of Items
.679	12

The tables above show the results of the validity test of variables X1, X2 and Y where the three of the validity test results each show where the X1 Variable = 0.857, X2 = 0.722 and Y = 679 with the results obtained, the researcher can say that the results are valid / statistically reliable because they are above 0.5 so that what has been researched and the data processed using SPSS version 25 shows valid and detailed results in the attachment. ε

Path Analysis

The results of the SPSS version 25 Path Analysis data can be seen in the table below.

Below:

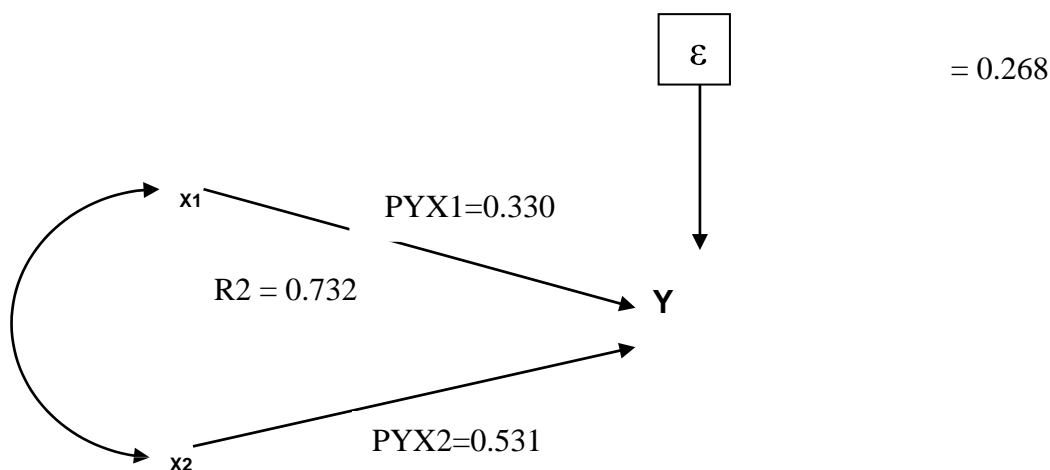


Figure 1. Path Diagram

Description:

X1 = Marketing Communication X2 = Service Quality

Y = Patient Satisfaction

Table 6. Regression Path Analysis Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851a	.732	.726	1,01630

a. Predictors: (Constant), X2, X1

Table 7. ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1844,923	2	954,446	132,721	.000b
	Residuals	676,446	97	6,646		
	Total	2521,369	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Table 8. Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,376	2,275		1,074	,289
	X1	,150	,045	,330	3,205	,001
	X2	,412	,077	,531	5,232	,000

a. Dependent Variable: Y

Researchers explained that the Regression Table in Part Analysis, Frequency and Coefficients above after being processed using SPSS version 25 explained that that the relationship between variables X1 and X2 to Y is 0.732, which means that the epsilon, namely the unexamined variable, is 0.268 at the Pratana Hegar Clinic, Bandung Regency.

Meanwhile, for the hypothesis test after data processing, the frequency of 132.721 is produced, the results of the calculation of t count can be said to be significant when compared to the t table of 2..625 so that it means that the relationship between variable X1 and variable X2 to variable Y is significant because the difference between t count and t table is very different, the research at the Pratama Hegar Clinic, Bandung Regency is included in the significant category.

Then looking at the results of further data processing for the coefficients obtained is the magnitude of the influence of variable X1 on variable Y of 0.330 and the X2 variable to the Y variable of 0.531 conducted at the Pratama Hegar Clinic, Bandung Regency, thus the results of this study can be conveyed as follows: Ho = accepted H1 = rejected

After the researchers saw and discussed all the calculation results from data processing using SPSS version 25, there were no calculation results whose value was 0 (zero), namely 0.732 and even then it was below the value of 1 so that the problem was very significant, namely 73.20%, thus the researchers stated that this research was proven to have a problem as stated in the pre-research background and problem formulation.

The results that have been described and have been discussed from data processing using SPSS version 25 in detail are on the attachment page and for the conclusion the researcher will conclude as a conclusion of the research that has been conducted at the Pratama Hegar Clinic, Bandung Regency.

CONCLUSIONS

Marketing Communication applied at the Hegar Clinic, Bandung Regency must continue to be developed by creating concrete marketing programs that can be in terms of service services or discount adjustment programs at affordable rates but still refer to tariff adjustments set by the National Health Insurance (JKN). This situation can be seen from the results of data processing respondents generated = 0.340 These results are input to be carried out continuously by management in developing marketing communications to the community. The quality of service at the Pratama Hegar Clinic, Bandung Regency, must be maintained or even improved because if you look at the results of data processing in this study, patients participating in the National Health Insurance are very satisfied with the respondent's value of = 0.689, this shows the respondent's value of the quality of service provided so far is good and gets a sense of comfort. All personnel working at the Pratama Hegar Clinic in general are accustomed and trained to handle patients participating in the National Health Insurance seen from the existing indicators from the results of the research that the respondents responded to reached a value of = 0.742, meaning that almost 74.20% have put their trust in the service. Marketing Communication and Service Quality both simultaneously affect patient satisfaction

and should also have a positive effect in order to gain the trust of patients. While partially, Service Quality is more dominant in influencing patient satisfaction than Marketing Communication for patients participating in the National Health Insurance (JKN) at the Pratama Hegar Clinic, Bandung Regency.

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