



**DINASTI INTERNATIONAL JOURNAL OF EDUCATION  
MANAGEMENT AND SOCIAL SCIENCE (DIJEMSS)**

<https://dinastipub.org/DIJEMSS>

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+62 811 7404 455

E-ISSN : 2686-6331  
P-ISSN : 2686-6358

DOI: <https://doi.org/10.31933/dijemss.v5i4>

Received: 5 April 2024, Revised: 15 April 2024, Publish: 05 May 2024

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## **The Effect of Marketing and Commitment to Consumer Satisfaction at the ENT Clinic of Hospital Dustira Cimahi City**

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**Abstract:** The purpose of this research departs from the problems that occur at the ENT Clinic of Dustira Hospital, Cimahi City. The purpose of this research relates to Marketing and Commitment to Customer Satisfaction, because there are still employees who do not understand a professional service. The variables that will be measured in this study are Supriyanto & Ernawaty Marketing (2010: 21) are Internal Marketing, Interactive Marketing, External Marketing, Commitment Theory according to Newstorm in Wibowo (2017: 215) including Affective Commitment, Continuing Commitment, Normative Commitment while Satisfaction according to Irawan (2014: 2) Product quality, Price, Service Quality, Emotional Factors, Cost, and other factors. The research method used is a correlational quantitative approach to find Marketing Relationships and Commitment with Customer Satisfaction at the ENT Clinic of Dustira Hospital, Cimahi City, how to collect data using saturated sampling techniques of 11 respondents. The research instrument is in the form of a questionnaire containing statements to respondents using the Likert scale method using the theory from Sugiono (2014). Based on data calculations of respondents' responses to Work Discipline, the responses are in the good criterion (70%), the response to Professionalism is in the good criterion (68%), while the Employee Performance is also in the good criterion (67%). The results of the correlation analysis calculation, there is a large influence with a value of 0.5 between variable X and variable Y. Determination analysis shows that it is known that the coefficient of determination is found in the Adjusted R Square value of 0.742, this means that the ability of the independent variable to explain the dependent variable is 74.2%, the remaining 26.8% of the explanation is the variable that affects but is not tested, the correlation coefficient test results state that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. Based on the results of the analysis of the discussion in this thesis, it is necessary to take various actions to further enhance the role of satisfaction and to improve or increase the marketing and commitment of the ENT Clinic of Dustira Hospital, Cimahi City. Thus it can be concluded that there is an Effect of Marketing and Commitment on Customer Satisfaction at the ENT Clinic of Dustira Hospital, Cimahi City.

**Keywords:** Marketing, Customer Commitment, Consumer Satisfaction

## INTRODUCTION

Hospitals are very complex, profession-intensive and capital-intensive service institutions. In order for the hospital to carry out services well, it must be managed with competent human resources and supporting infrastructure, and managed professionally. Hospital as one of the service systems that provide health services and administrative services. Health services include medical services, medical support services, medical rehabilitation, and care services. In addition, health services in hospitals are not only for individuals (patients), but also families and communities, so that the health services provided are comprehensive and holistic health services in accordance with the Law of the Republic of Indonesia No. 44 of 2009 concerning hospitals.

The quality of health services has begun to experience very fundamental changes from year to year, but in general the quality of health services is still relatively unprofessional. This can be seen by the ability of limited professionals, ineffective task arrangements, and inadequate facilities and equipment. This condition occurs due to the relative lack of mastery of science and the moral crisis in health service behavior due to the prolonged crisis in various fields.

There are several factors that affect the quality of health services such as Input Elements, Environmental Elements, Process Elements (Endarwati, 2012). Meanwhile, according to Yazid (in Nursalam; 2011), factors that affect patient satisfaction are the match between expectations and reality, service during the process of enjoying services, personnel behavior, atmosphere and physical conditions of the environment, cost or cost, promotion or advertising in accordance with reality.

The success of health institutions in providing quality services can be determined by the service quality approach that has been developed by (Parasuraman, Berry and Zentham, 2008). Service Quality is how far the difference is between the expectations and reality of the customers for the services they receive. Service Quality can be known by comparing customer perceptions of the services they actually receive with the actual services they expect. Various efforts can be made to overcome the satisfaction of patients who are being treated in class III hospitals such as Customer Expectation Management, Relationship Marketing and Management, Aftermarketing, Customer Retention Strategy, Superior Customer Service, Technology Infusion Strategy, Effective Complaint Handling Strategy, Service Recovery Strategy.

In health services in hospitals, patient satisfaction is one of the indicators in the quality of health services. With the implementation of the health service quality assurance approach, patients become a comprehensive part of health service quality assurance activities. This means that measuring the level of patient satisfaction must be an activity that cannot be separated from measuring the quality of health services (Azwar.A, 2007 in Eka.M, 2016). Siboro (2014), said that patient satisfaction is determined by the overall service, namely administrative services / patient registration, doctors, nurses, food, medicines, facilities and equipment facilities and the physical environment of the hospital and administrative services. One of the health service providers is a hospital, so the hospital must be able to provide quality services and satisfy patients.

Patient satisfaction is one measure of the success of the services provided by the hospital. Patient satisfaction will be fulfilled if the process of delivering health services to patients or clients is in accordance with what they expect or perceive. Satisfaction is not only influenced by factors from the service provider, but also from within and outside the patient. Internal factors include resources, education, knowledge and attitudes. While external factors

include culture, socio-economics, family and the situation faced

Patients will feel satisfied if the service performance they get is the same or exceeds their expectations and vice versa, dissatisfaction or feelings of disappointment. Patients will appear if the performance of the health services they receive is not as expected. Patients see the service as a health service that can meet their needs and is carried out in a polite, courteous, timely, responsive and able to cure their complaints. This patient assessment is very important because the patient will return if the disease recurs. Marketing is an activity of identifying the needs and desires of patients to be realized in the form of products and services so as to achieve predetermined goals. The most universal marketing strategy and has been widely developed is marketing (marketing mix). marketing is a strategy of mixing marketing activities, in order to find the maximum combination so as to bring maximum things. In marketing there is a set of marketing tools known as the 4Ps, which include Place (place), Product (product), Price (price), and Promotion (promotion). Because health services are included in services, several additional marketing tools are needed, namely: People (people), Process (process), Phisycal Evidence (physical evidence), so it is known as 7P, so it can be concluded that service marketing is Place (place), Product (product), Price (price), promotion (promotion), People (people), Process (process), and Phisycal Evidence (physical evidence).

The purpose of hospital marketing is to introduce the hospital to the wider community, inform the public about the services provided by the hospital, form and foster the hospital's image through public trust and appreciation of the hospital's capabilities and know what exactly the patient needs and wants.

Hospitals must be able to formulate marketing appropriately so that people who use hospital services can get what they want, therefore hospitals cannot ignore the opinions or input from patients. From the patient's point of view, marketing is a way out for the patient's problem, the costs that must be incurred by the patient, obtaining pleasant, comfortable service and good communication from the hospital to the patient, all of which are indicators of the patient in decision making. The existence of the patient himself has an influence on the achievement of the company's ultimate goal, namely profit generation through the use of services, this requires the company to need to know what factors can influence patients in making decisions to use services with the use of services.

The number of hospitals currently in Bandung makes the people of Bandung and Cimahi have many choices to determine which hospital they will choose. People with various characteristics are very selective in choosing hospital health services. People will choose a hospital that they see as provide satisfaction for them. This causes a hospital to hospital must change its perspective that hospitals are now developing into a service industry that cannot leave the commercial aspect in addition to its social role. In fulfilling the wishes and increasing patient satisfaction with the services provided, hospitals are required to always maintain patient trust by improving service quality. Maintain patient trust by improving service quality so that customer satisfaction increases. One of the consumers who use health services is the patient at the ENT Clinic of Dustira Hospital, Cimahi City.

## **METHOD**

This study uses a quantitative correlational approach to find the Relationship between Marketing and Commitment with Customer Satisfaction at the ENT Clinic of Dustira Hospital, Cimahi City. This study uses the Cross Sectional method because the independent variable and the dependent variable can be studied at one time. The data sources in this study are internal and external data. Internal data is data that describes the state or activities of the organization, for example internal data includes data about the Dustira Hospital ENT Clinic in Cimahi City and external data, namely data and information about consumer satisfaction

seeking treatment at the Dustira Hospital ENT Clinic in Cimahi City. The types of data used are primary data and secondary data. primary data is the main data processed and analyzed in this study obtained from the results of questionnaires distributed to respondents, namely about Marketing and Commitment with Customer Satisfaction at the ENT Clinic of Dustira Hospital, Cimahi City, while secondary data is complementary or supporting data relevant to the research study.

The population in the research that the authors conducted were employees who were The Effect of Marketing and Commitment on Customer Satisfaction at the Hospital ENT Clinic Dustira Cimahi City. which amounted to 11 people.

Therefore, in collecting data and information, the author uses saturated samples, this is in accordance with Sugiyono's opinion (2012: 62) that "Saturated sample is a sampling technique when all members of the population are used as samples.

**Table 1. Employee of ENT Clinic Dustira Hospital Cimahi City**

NO	SECTION/JOB	AMOUNT
1	Military	1
2	PNS	6
2	Non-civil servants	4
Total		11

Source: In the Laboratory Section of Dustira Hospital Cimahi City

### Validity Testing Instruments

The test is carried out by correlating the score of each question item (X) with the total score (Y), using the correlation formula from Pearson, namely the Product Moment Correlation.

Processing of questionnaire data using the calculation of construction validity on the Marketing (X1) and Commitment (X2) variables of Patient Satisfaction (Y), obtained the following results: all statements in this research instrument are declared valid and there are no changes in the questionnaire, because all statement items have a value above the critical value of 0.3.

### Reliability Testing Instruments

Testing the reliability of the instrument is initially done by calculating the product moment correlation coefficient, after which the results are analyzed using the Spearman Brown formula as below.

$$r_i = \frac{2 \cdot r_b}{1 + r_b}$$

Description:

$r_i$  = internal reliability of the entire instrument  $r_b$  = product moment correlation

Research steps by distributing questionnaires, obtained data and then processed with the formula above. Where it is known that the degree of error or  $\alpha = 5\%$  and degrees of freedom ( $dk = n-2$ ) then the decision rules: If  $t_{hitung} > t_{tabel}$  means reliable; If  $t_{hitung} < t_{tabel}$  means not reliable.

## Validity and Reliability Test Design

### Test Validity

The validity test in this proposal researchers used the Pearson Product Moment (r) formula, which was proposed by Ridwan and Sunarto (2011; 80).

### Reliability Test

Testing the reliability of the instrument was carried out with the internal consistency of the split half technique which was analyzed using the Spearman Brown formula quoted from Sugiyono (2012: 104).

### Simple Linear Regression Analysis

Simple linear regression is based on the functional or causal relationship of one independent variable with one dependent variable (to see the closeness of the relationship between variables (X1) and (X2) with variable (Y). The formula used is:

$$Y = a + bX$$

Description:

- Y = independent variable
- A = constant value (intercept)
- b = regression coefficient (direction coefficient)
- X = independent variable

### Correlation Analysis

The correlation in this study is the causality / causal relationship between variables X1, X2 and variable Y, in this case represented by a sentence on how much Marketing and Commitment Influence with Customer Satisfaction at the ENT Clinic of Dustira Hospital Cimahi City both Partially and Simultaneously. Calculations are made using:

### Correlation Test

The hypothesis used in this study is to use the product moment correlation coefficient, which serves to measure the strength of the relationship between the x variable and the y variable,

### Significance Test

The next step is for researchers to test the test of significance to see the significant relationship between variable x and variable y. For this reason, it is necessary to conduct a test of significance on the correlation (rs) by conducting a t test. The purpose of this is to determine whether a hypothesis should be accepted or rejected.

The calculated t value is compared with the t table which has a confidence level of 95% or = 5% (0.05), so that conclusions can be drawn with the formulation of Ho and Ha as follows:

- Ho:  $\rho = 0$ , there is no Effect of Marketing and Commitment on Customer Satisfaction at the ENT Clinic of Dustira Hospital Tk II Cimahi City both Simultaneously and Partially
- Ha:  $\rho \neq 0$ , there is an Effect of Marketing and Commitment on Customer Satisfaction at the ENT Clinic of Tk II Dustira Hospital, Cimahi City both simultaneously and partially.

With the following conditions:

- If t hitting t table, then Ho is rejected and Ha is accepted
- If t count t table, then Ho is accepted and Ha is rejected

Or with the conditions that must be followed in the test, namely:

- Ho is accepted and Ha is rejected if  $t \text{ table} \leq t \text{ count} \leq t \text{ table}$ , this means that the variables of Marketing Influence and Commitment to Customer Satisfaction at the ENT Clinic

of Tk II Dustira Hospital, Cimahi City both simultaneously and partially have no relationship.  
 -  $H_0$  is rejected and  $H_a$  is accepted if  $t \text{ count} \leq t \text{ table}$  or  $t \text{ count} \geq t \text{ table}$ , this means that the variables of Marketing Influence and Commitment to Customer Satisfaction at the ENT Clinic of Dustira Hospital Tk II Cimahi City have a relationship, for more details, this statement can be proven by drawing a significance test if the values have been found.

**RESULTS AND DISCUSSION**

**Marketing Analysis at the ENT Clinic Dustira Hospital Cimahi City**

**Table 2. Respondents' Responses about Marketing at the ENT Clinic of Dustira Hospital, Cimahi City**  
**MARKETING**

No.	Question	Criteria					Score
		SB	B	CB	KB	STB	
1	Satisfaction has been met by the institution	6	20	18	5	3	39
2	Needs have been considered	10	22	17	3	0	37
3	Achieving all wishes and expectations	11	12	11	22	5	35
4	Fulfilled welfare	5	24	13	34	0	40
5	Needs met	10	22	17	3	0	40
6	Carry out work with smile, (tangible,)	11	27	13	52	0	40
7	Carry out work with maumendengarkan complaints (empathy),	5	29	12	1	0	37
8	Willing to carry out work when required (responsiveness),	5	29	13	2	0	40
9	Greeting each other, respect,	5	24	15	1	0	38
10	Carry out work with patience, honesty and reliability.	5	9	13	12	9	39
11	Carry out work in accordance with market needs	5	16	17	12	0	41
12	Carry out work that meets market expectations,	5	12	20	11	2	37
13	Carry out work that is in accordance with efforts to create products/services,	5	9	13	12	9	40
14	Carrying out appropriate work by seeking an exchange of value (transaction)	5	16	17	12	0	38
15	Carry out work that is suitable for both parties. mutually beneficial to both parties.	5	12	20	11	2	40
Total							38,5
Average							38,4
							70%
Criterion= $5 \times 11 = 55$							
Result= $(38.4 : 55 \times 100\% = 70\%)$							

Interpretation = Good

Source: Anket Data Processing Results 2022

In the table above it can be explained, when viewed the number of ideal / criterion scores for all items is the highest score of 5 multiplied by the number of respondents 11, the result is 55 (if all respondents answer "Good"). The score obtained from this study is 38.4. Based on this data, the level of approval of the average Service Quality is:  $= (38,4: 55 \times 100\% = 70\%)$ .

**Analysis of Organizational Commitment at the ENT Clinic of Dustira Hospital, Cimahi City**

**Table 3. Respondents' Responses to Organizational Commitment at the ENT Clinic Dustira Hospital Cimahi City**

Organizational Commitment							
No.	Question	Criteria					Score
		SB	B	CB	KB	STB	
1	restraint in emotional engagement	2	3	4	2	0	10
2	identify tools in carrying out tasks	2	3	3	2	1	10
3	have a level of attachment as a member	2	3	4	1	1	10
4	good feelings about the organization.	2	3	4	1	1	10
5	have a commitment to stay in the company	2	3	4	2	0	10
6	take into account the profit and loss if leaving the company	2	3	4	2	0	10
7	has good economic value as an employee	2	3	4	1	1	10
8	feel sufficient in fulfilling their needs while being an employee	3	2	3	2	1	15
9	have a sense of responsibility to the company	3	2	4	1	1	15
10	carry out a moral obligation to maintain a relationship with the organization	2	3	3	3	0	10
11	have loyalty to the company	2	3	4	1	1	10
12	have an obligation to fulfill psychological contract	2	2	3	2	0	10
Total							375
Average							37,5
							68%
Criterion= $5 \times 11 = 55$							
Result= $(37,5 : 55 \times 100\% = 68\%)$							
Interpretation = Good							

Processing of Questionnaire Data Year 2022

In the table above it can be explained, when viewed the number of ideal / criterion scores for all items is the highest score of 5 multiplied by the number of respondents 11, the result is 55 (if all respondents answer "Very Good"). The score obtained from this study is 37.5. Based on this data, the average level of approval for Service Quality is:  $(37,5:55) \times 100\% = 68\%$ .

**Analysis of Consuent Satisfaction at the ENT Clinic Dustira Hospital Cimahi City**

**Table 4. Respondents' Responses on Customer Satisfaction at the ENT Clinic Dustira Hospital Cimahi City**

EMPLOYEE PERFORMANCE							
No.	Question	Criteria					Score
		SB	B	CB	KB	STB	
1	Using specific items	2	3	2	2	0	40

2	Getting the satisfaction level	2	3	3	2	1	37
3	Clarification with the level of dissatisfaction	2	3	3	3	0	37
4	Getting a sense of how much they expect a service	2	3	3	2	1	36
5	Getting a sense of how much they feel a service	3	2	2	2	1	37
6	Getting how much profit from a service	2	2	4	2	1	35
7	Getting Problems solved	3	2	3	2	1	37
8	Getting Problems that can be talked about	3	2	3	2	1	37
9	Getting fixable problems	3	2	3	2	0	37
10	Get reliable service,	3	2	3	2	1	37
11	Getting timely service.	2	3	3	3	0	39
12	Get Accurate service	2	3	3	2	1	36

Processing of Questionnaire Data Year 2022

In the table above it can be explained, when viewed the number of ideal / criterion scores for all items is the highest score of 5 multiplied by the number of respondents 11, the result is 55 (if all respondents answer "Good"). The score obtained from this study is 36.8. Based on this data, the average level of approval for Service Quality is:  $(36,8:55) \times 100\% = 67\%$ .

As it has been determined that the hypothesis that the researcher has previously set regarding the relationship between Marketing and Commitment to Customer Satisfaction at the ENT Clinic of Dustira Hospital, Cimahi City, is as follows:

Ho :  $\rho_{X1 X2} = 0 \rightarrow$  There is no Effect of Marketing and Commitment on Customer Satisfaction at the ENT Clinic of Dustira Hospital, Cimahi City Both Simultaneously and Partially.

Ha :  $\rho_{X1 X2} \neq 0 \rightarrow$  There is no Effect of Marketing and Commitment on Customer Satisfaction at the ENT Clinic of Dustira Hospital, Cimahi City Both Simultaneously and Partially.

### Multiple Linear Regression Equation Analysis

Table 5. Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	9,856	2,342		3,690 0,130
	Marketing	0,509	0,385	0,671	2,320 0,223
	Commitment	0,037	0,404	-0,047	9,092 0,929

a. Dependent Variable: Customer Satisfaction

Based on data analysis using SPSS 26, the regression equation results are as follows:  $Y = 9.856 + 0.509X_1 - 0.037X_2 + e$  the above equation shows the relationship between the independent variable and the dependent variable partially and simultaneously from the equation it can be concluded that:

1. The Coefficients value is 9.856, which means that if there is no change in the Marketing and Organizational Commitment variables (the value of X1 and X2 is 0).



then Patient Satisfaction at the ENT Clinic Dustira Hospital Cimahi City is 9.856 units.

2. The regression coefficient value of Organizational Commitment 0.509 means that if the Marketing variable (X1) increases by 1% with the assumption that the Organizational Commitment variable (X2) and costanta (a) are 0 (zero), the Consumer Satisfaction at the Dustira Hospital ENT Clinic in Cimahi City is 0.509. This shows that the Marketing variable provided contributes positively to Customer Satisfaction, so that the more complete Consumer Satisfaction at the Dustira Hospital ENT Clinic in Cimahi City, so that Customer Satisfaction is felt.

3. The regression coefficient value of Commitment is 0.509, which means that if the variable (X2) increases by 1% assuming the Marketing variable (X1) and costanta (a) is 0 (zero), the Commitment at the Dustira Hospital ENT Clinic in Cimahi City is 0.509. This shows that the Marketing variable provided contributes positively to Customer Satisfaction, so that the more competent the Dustira Hospital ENT Clinic in Cimahi City, so that Customer Satisfaction can be felt.

**Results of the t-test**

**Table 6. The result of t test (Partial) Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	9,856	2,342		3,690	0,130
	Marketing	0,509	0,385	0,671	2,320	0,223
	Commitment	0,037	0,404	-0,047	9,092	0,929

a. Dependent Variable: Customer Satisfaction

Based on table 6 by assuming the column row t and sig can be explained as follows:

1. The influence of marketing variables on patient satisfaction (H1) Marketing Variable (X1) has a positive and significant effect on Customer Satisfaction at the ENT Clinic of Dustira Hospital, Cimahi City. This can be seen from the significant Work (X1)  $0.223 < 0.05$ , and the value of  $t_{tabel} = t(a2: nk.1 = t(0.05/2: 52-2-1) = (0.025: 8) = 1811246$  means that the value of  $t_{hitung}$  is greater than  $t_{tabel}$  ( $226,216 \geq 1811246$ ) then  $H_0$  is rejected  $H_1$  is accepted so that the hypothesis that there is an effect of work on performance at the Dustira Hospital ENT Clinic in Cimahi City is simultaneously and partially accepted.

2. The Effect of Commitment on Customer Satisfaction (H2) Variable (X2) has a positive and significant effect on customer satisfaction at the Dustira Hospital ENT Clinic in Cimahi City. This is evident from the significant.  $.000 < 0.05$ , and the value of  $t_{tabel} = t(a2: nk.1 = t(0.05/2: 24-2-1) = (0.025: 8) = 226.216$  means that the value of  $t_{hitung}$  is greater than  $t_{tabel}$ . ( $0.047 \geq 226.216$ ) then  $H_0$  is rejected  $H_1$  is accepted so that the hypothesis that there is an influence on employee performance at the ENT Clinic of Tk II Hospital 03.05.01 Dustira Cimahi City simultaneously and partially accepted.

**F Test Results**

The F test can be used to test the simultaneous and partial influence of the independent variables (X1X2) and the dependent variable (Y). If the independent variables (X1X2) have a simultaneous and partial influence on the dependent variable (Y). This test is carried out by comparing the significant value of (Y)  $F_{hitung} > F_{tabel}$  then the model formulated is correct if the value of  $F_{hitung} > F_{tabel}$  then it can be interpreted that the regression model is correct, meaning that the effect is joint by looking at the value of  $F_{tabel} = f(k; a -k) F(2; 24-2) F_{tabel}(2,22) = 3.44$  with an error rate of 5% The F test performed can be seen in the table below:

**Table 7. F Test Results ANOVAa**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2315,233	2	1207,623	621,863	.000 <sup>b</sup>
	Residuals	89,179	8	1,881		
	Total	2507,422	10			

- a. Dependent Variable: Customer Satisfaction
- b. Predictors: (Constant), Commitment, Marketing

Based on the test results in the table above, the value of *Fhitung* is 72.463 with the value of *Ftabel* is 3.09, the value of *Fhitung* > *Ftabel* or 521.833 > 3.19 and a significant level of 0.000 < 0.05, then H0 is rejected and H1 is accepted, it can be concluded that the work variables (X1 and X2 simultaneously have a significant effect on Employee Performance at the ENT Clinic of Tk II Hospital. 03.05.01 Dustira Cimahi City. (*R*<sup>2</sup>) The Determination Coefficient (*R*<sup>2</sup>) essentially measures how far the model's modeling ability is in measuring the dependent variable variable. The coefficient of determination is zero and one. A low (*R*<sup>2</sup>) value means that the ability of the independent variables to explain the dependent variables is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variables based on the (*R*<sup>2</sup>) test performed can be seen in the table below:

**Table 8. Coefficient of Determination Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.979 <sup>a</sup>	0,963	0,742	1,223

- a. Predictors: (Constant), Commitment, Marketing

Based on table 8, it can be seen that the coefficient of determination is found in the Adjusted R Square value of 0.963. This means that the ability of the variables to explain the related variables is 74.2%, the remaining 26.8%. so 26.8% is the influence of other variables not examined in this study.

**CONCLUSION**

The results of processing questionnaire data from 11 respondents on Marketing at the ENT Clinic Dustira Hospital Cimahi City, obtained an average value of 70%. Based on this data, the level of respondent approval of Work Motivation is in the "good" criterion. The results of processing questionnaire data from 11 respondents on Organizational Commitment at the Dustira Hospital ENT Clinic in Cimahi City, obtained an average value of 68%. Based on this data, the respondent's level of approval of Professionalism is in the "good" criterion.

The results of processing questionnaire data from 11 respondents on Employee Performance at the ENT Clinic of Dustira Hospital, Cimahi City obtained an average value of 69%. Based on this data, the respondent's level of agreement with Professionalism is in the "good" criterion. The correlation calculation shows that there is an Effect of Marketing and Commitment on Customer Satisfaction at the Dustira Hospital ENT Clinic in Cimahi City, the results of the determination analysis obtained a value of 74.2%, meaning that the average value of Marketing and Organizational Commitment is 74.2% determined by the Employee Performance factor and the remaining 26.8% is determined by other factors not examined. The correlation coefficient test obtained by the tcount is greater than the ttabel, meaning that H0 is rejected and H1 is accepted, meaning that there is an effect of Marketing and Commitment on Customer Satisfaction at the Dustira Hospital ENT Clinic in Cimahi City, the results of processing questionnaire data from 11 respondents on Marketing and Organizational

Commitment at the Dustira Hospital ENT Clinic in Cimahi City, obtained an average value of 74.2%.

Based on this data, the respondents' level of approval of Professionalism is in the "good" criterion. Thus the conclusion above has answered all the problems in this study. the coefficient of determination is found in the Adjusted R Square value of 0.742, this means that the ability of the independent variables to explain the dependent variable is 74.2%, the remaining 26.8% of the explanation is the variable that affects but is not tested.

### **Advice**

For employees who have not obeyed the rules and served well and behaved politely and responsibly towards their work so that their performance can be improved by doing work in accordance with existing instructions and regulations in a disciplined manner, serving patients well, hearing complaints and finding solutions, doing greetings, greetings and respect so that the expected organizational goals are achieved.

In overcoming the problem of patient satisfaction that employees have not been able to carry out according to their main duties and functions, and employees who are less able to master information technology to help service work need to improve their abilities in the field of information technology and information systems so that customer satisfaction at the Dustira Hospital ENT Clinic Cimahi City.

In order to provide the best service for patients seeking treatment, all health workers or hospital employees should maintain a friendly and open attitude towards patients. In order to increase the marketing volume so that the hospital is growing, Dustira Hospital is more vigorous in carrying out service marketing activities, improving service quality, adding training and also completing existing sophisticated tools for consumer satisfaction, because in the future the competition will be tighter.

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